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MAD

JULY
1997

NUMBER
359

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"A bore is somebody who interrupts your fifth story with one of his own!"
— Alfred E. Neuman

WHAM!

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THE JOE ESZTERHAS SCHOOL FOR SLEAZY, NO-TALENT SCREENWRITING HACKS

The Joe Eszterhas School for Sleazy, No-Talent Screenwriting Hacks...38





MAD #360 ON SALE
JULY 22!

POT SHOTS

In "The '60s and the '90s" (MAD #356) for the example "Tune in, turn on, drop out" you showed a hippie smoking pot. The phrase "Tune in, turn on, drop out" was made by Professor Timothy Leary regarding LSD, not pot. Nice job, schmucks!

Matt Wolfe
Newton, MA

Wolfeman — Efforts to get Timothy Leary to respond to your letter went unanswered. So we did the next best thing! We contacted longtime MAD artist Rick Tulka (who illustrated "The '60s and the '90s") regarding your complaint. Rick responded "Huh, whaaat? Look out for the bats, man! Hey, got any Twinkies left?" We hope this explains the mix-up. Thanks for writing! — Ed.

I enjoy MAD very much. In fact, I enjoy it so much I have committed many random acts of sacrifice in your name. Yes, I know, I sound like one of those types that run around naked and think they're Napoleon, but trust me, I know the truth. MAD is my savior. I must have it. I just might snap.

Jim Lester
Germantown, TN

Jim Boy — Have you been hanging with longtime MAD artist Rick Tulka lately? — Ed.

On April 1st, a shameless, self-promotional event occurred at the new

restaurant Comedy Nation in Midtown Manhattan to celebrate the launching of the newest MAD, coincidentally on Alfred E. Neuman's birthday! Press from around the globe converged to cover this phenomenal event! Members of the "Usual Gang of Idiots" converged to get the free bagels and coffee!

ONE USE FOR A DEAD CAT

In issue #353, on page 17 ("Obituaries for Comic Strip Characters"), you printed a Garfield obituary. It stated: "Garfield the cat, 19, died yesterday of excessive bloating." Garfield does not turn 19 until June 19th. Obviously none of you are Garfield fans.

Marie Shallin
Hewitt, TX

Marie — Not like Garfield? Why nothing could be further from the truth! We've spent countless hours guffawing over his hilarious escapades! Did you ever see the one where he ate the pan of lasagna? Hoo-boy! Talk about your comedy classics! One thing we can never figure out: What is the deal with that Odie? — Ed. (An afterthought: We do have one bone to pick with Garfield, though—not enough merchandising!)

ALFRED E-MAIL

Who would win a fight between Sergio Aragones and Angelo Torres?

MeserUpper@aol.com

Mess Man — No contest! Torres would kick Aragones' ass! Now if you had asked who would win in a fight between Andrew "The Arizona Eel" Schwartzberg and little itty bitty Marla Weisenborn, that's a tougher call. Find out once and for all on their big upcoming Pay-Per-View event! Only \$34.95. Call your local cable operator now to reserve! Special added undercard match: Frank "The Rhyming Fool" Jacobs Vs. Des "The Crippler" Devlin! Ooh Yeahhh! — Ed.

Hey readers!

Look at your front cover! It's one of four different Batman covers available on MAD #359! Run, don't walk, and collect the other three to get the special secret message just for you! Well, you and all the other schmucks who go out and buy all four!

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 359, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

WHEN THE SHIRT HITS THE FAN

Now MAD gives you the shirt off our backs (provided you give us some cash)! For a store near you that carries this and other ridiculous MAD shirts, call 1-800-XSCENE!



BACK

FRONT



MAD'S BATMAN
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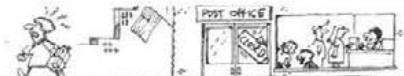
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A BRUTAL LETTER

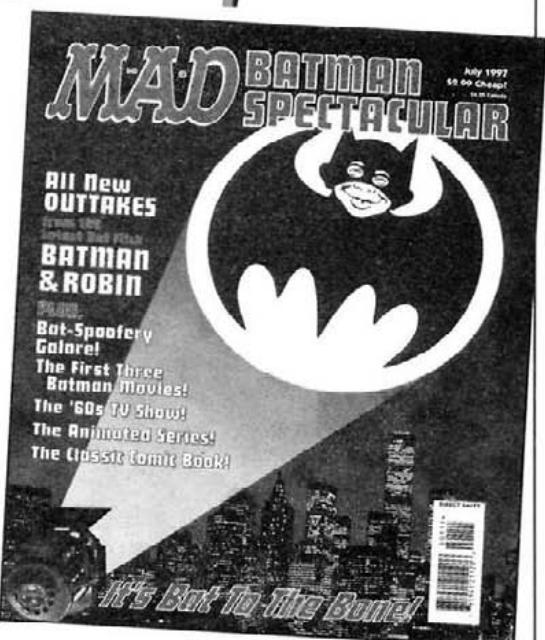
In your April issue (#356) you printed a large article on police brutality. You referred to the police as "gun-toting, nightstick-wielding, rights-violating maniacs." Well you make me sick. These very "maniacs" are the only thing that keeps you and your families safe. I am just disgusted. I'm canceling my subscription to this crap you call a magazine, effective immediately.

Samuel Fitzpatrick
Oconomowoc, WI

Sammy — "The only thing that keeps our family safe"? Perhaps you've forgotten about a small dedicated band of individuals known as The X-Men! Guess you forgot about The Justice League of America as well! They rule! And we're sure the fine citizens of Gotham City sleep a little better at night knowing that The Dark Knight watches over them with a vigilant eye. In any event we're very sorry. Now please, please don't bash our heads in with your Billy Club! — Ed.

IT'S SUPER, MAE!

ON SALE
EVERYWHERE!
EXCEPT,
ODDLY ENOUGH,
GOTHAM CITY!



WARNING: This Spectacular is ONLY available at newsstands, bookstores, comic specialty shops and other retail outlets! It is NOT part of the series sent to MAD Super Special Subscribers!





ICING ON THE CAPE DEPT.

A sleek new vehicle is roaring out of the Butt-cave this summer! And this time it's featuring dual air bags! Here is our version of...

BUTTMAN

ARTIST: MORT DRUCKER

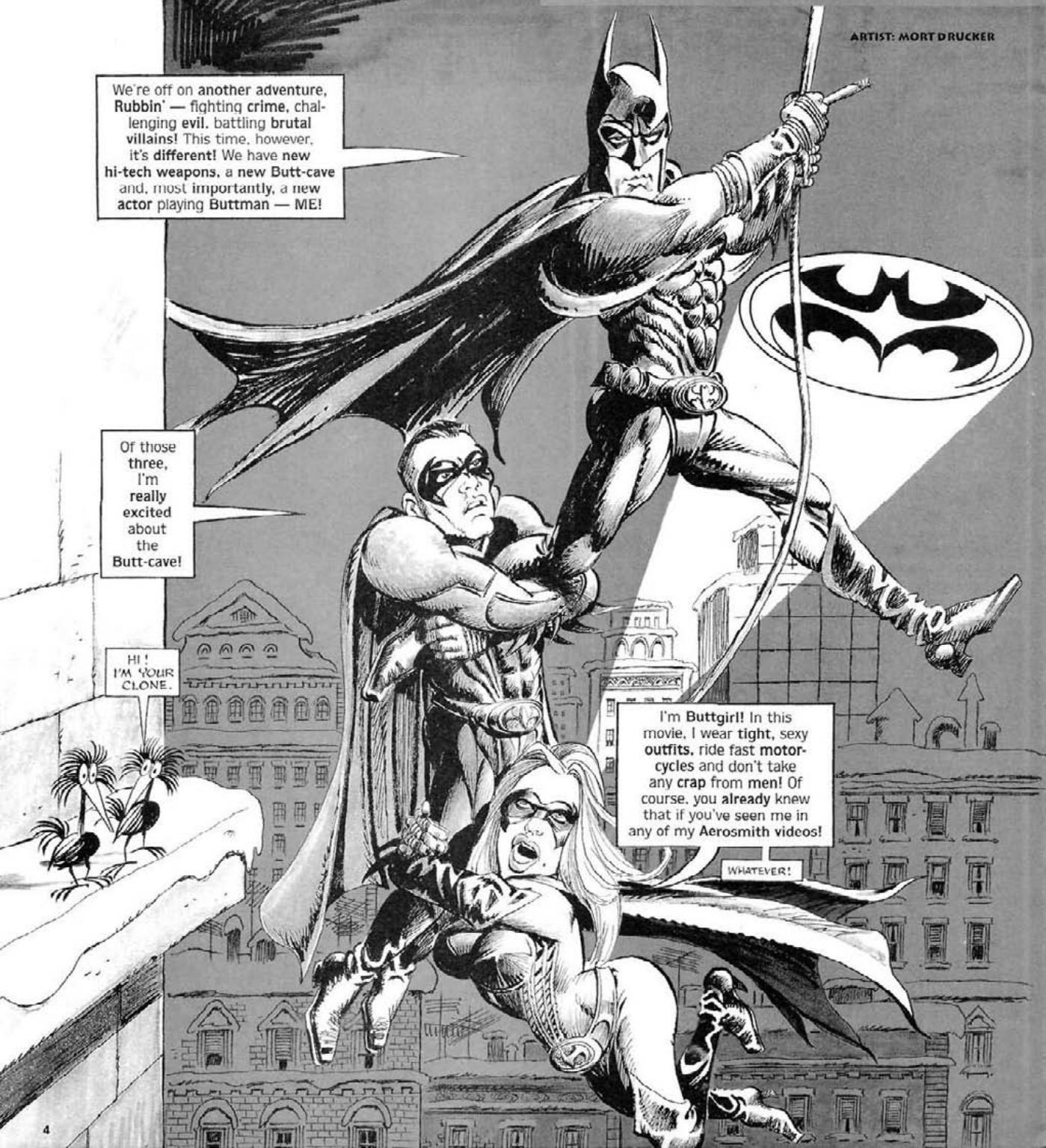
We're off on another adventure, Rubbin' — fighting crime, challenging evil, battling brutal villains! This time, however, it's different! We have new hi-tech weapons, a new Butt-cave and, most importantly, a new actor playing Buttman — ME!

Of those three, I'm really excited about the Butt-cave!

HI!
I'M YOUR
CLONE.

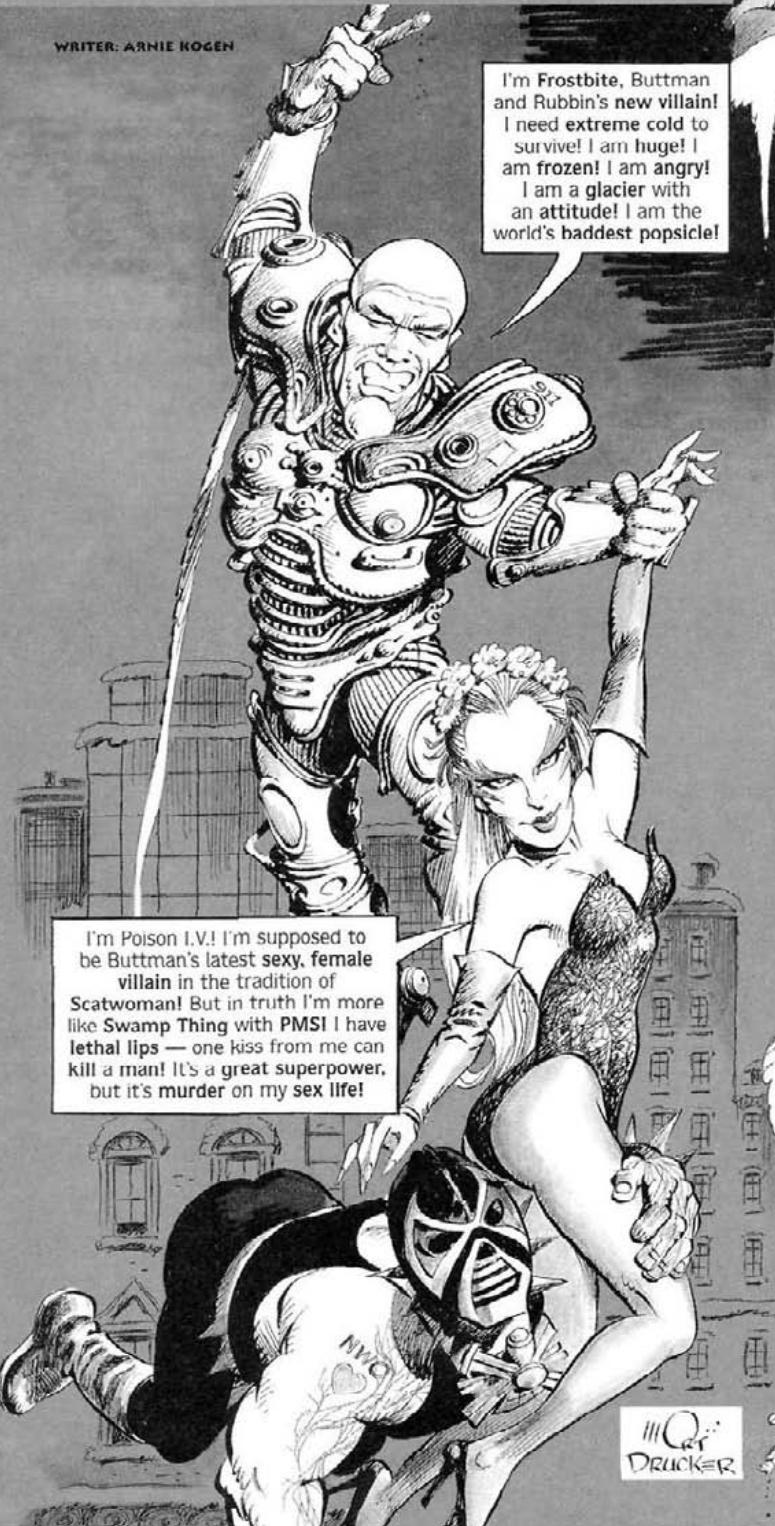
I'm Buttgirl! In this movie, I wear tight, sexy outfits, ride fast motorcycles and don't take any crap from men! Of course, you already knew that if you've seen me in any of my Aerosmith videos!

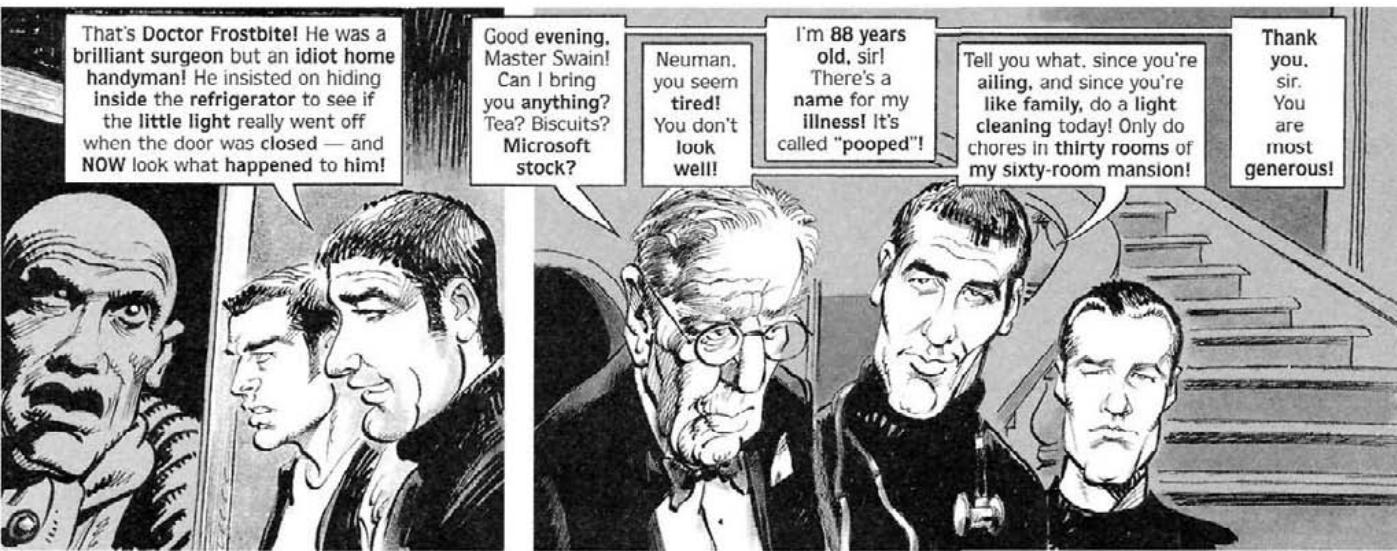
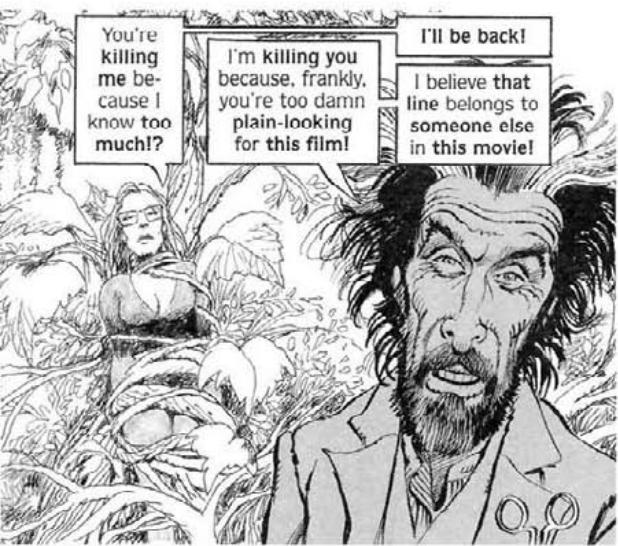
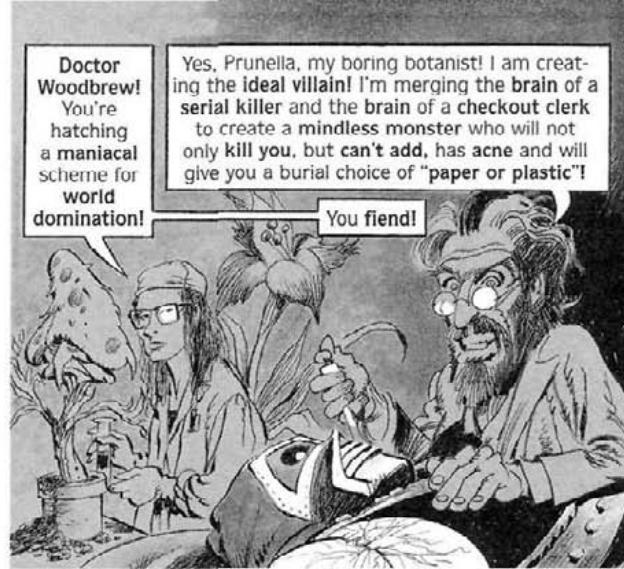
WHATEVER!

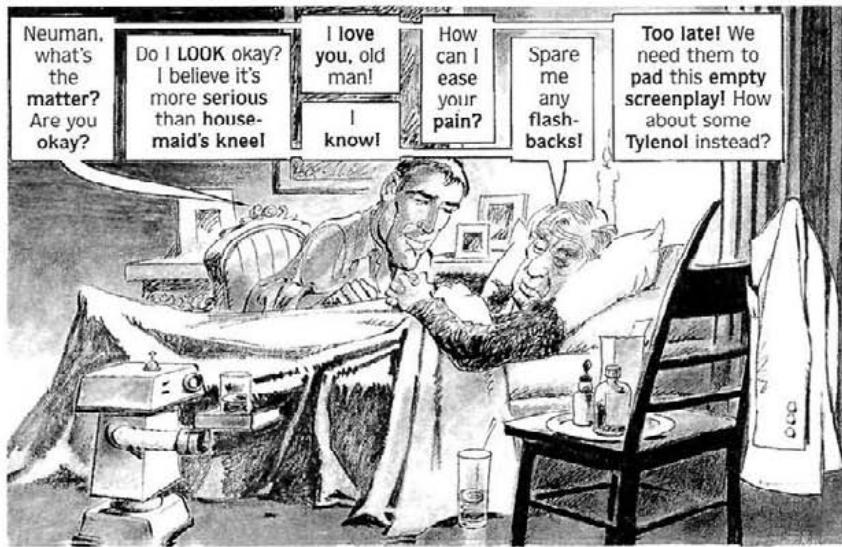
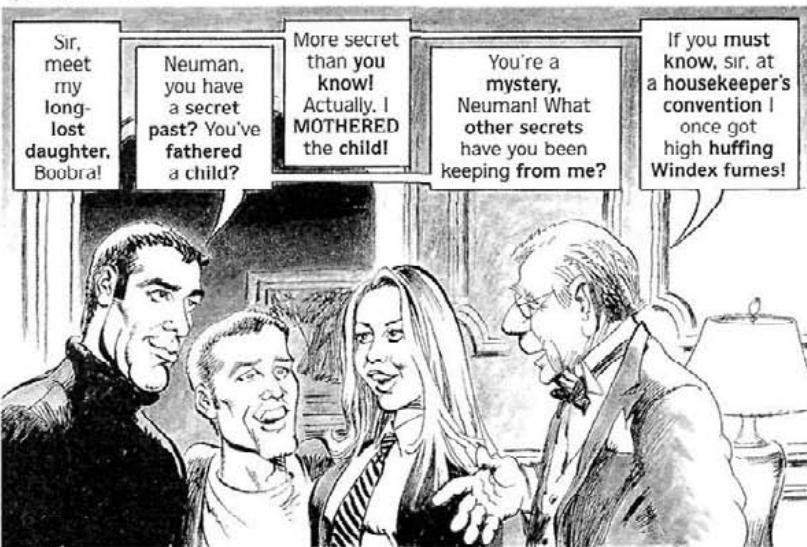
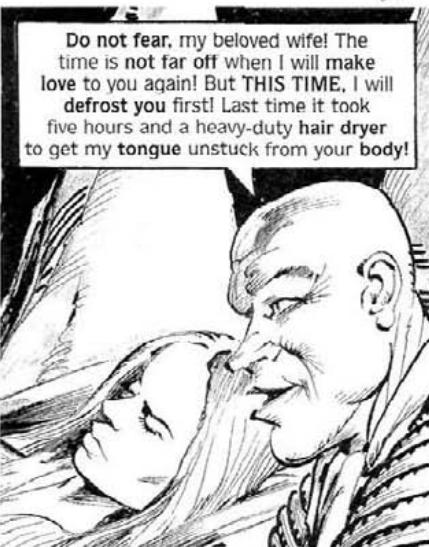


& RUBBIN'

WRITER: ARNIE KOGAN











Have you noticed that she and Scatwoman have very similar fighting styles?

Not surprising since she has the same stunt-woman Michelle Pfeiffer had!

Okay! We're ready to save Gotham! I've got the Butt-hammer!

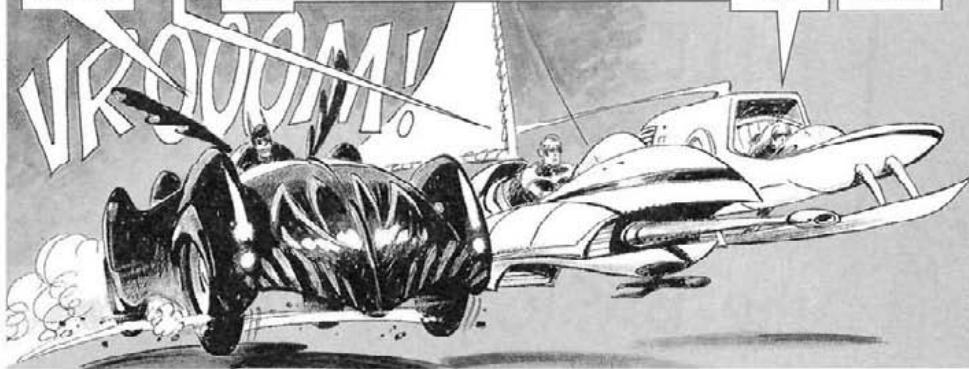
I've got the Butt-sled!
I've got the Butt-blade!

We can't lose, Butt-man! You've got the two of us at your side with the most expensive arsenal of hi-tech ice vehicles in film history!

Frankly, I'd rather have Tonya Harding and a lead pipe at my side!

Why? Because they're better on ice?

No, you idiot! Because they're better actors!!!



I am going to TERMINATE you!

When I get through with you, you're going to end up in the E.R.!

But not before I ERASE you!

What are they talking about?
I'm CLUELESS!

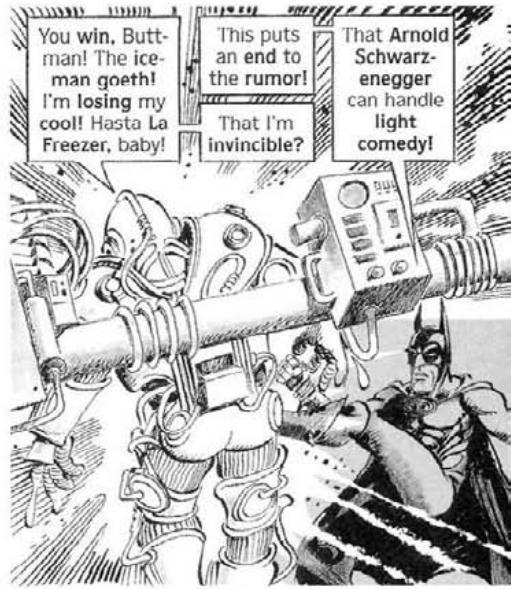
I wish I had a reference!

You do! In a lot of those moments with Buttman you have the SCENT OF A WOMAN!

You win, Butt-man! The ice-man goeth! I'm losing my cool! Hasta La Freezer, baby!

This puts an end to the rumor!
That I'm invincible?

That Arnold Schwarzenegger can handle light comedy!



I've miraculously recovered, sir! Thank you for saving my life, Master Brute! I would also like to thank Master Dork! Where is he?

I'm afraid Master Dork won't be with us anymore!
Pardon?

Dork was trouble! Too much emotional baggage! Besides, his pecs were bigger than mine! I need a sidekick who's not too buff and not a threat! For the sequel I've got myself a new partner!



Meet the new team — Buttman and Butt-head!

I'm sorry I lived to see this!

Heh-heh! Let's go slide down the Butt-pole!

Heh-heh! You said "pole"! Heh-heh!





IN-STALL HUMOR DEPT.

If there's anything for which MAD is famous, it's our classy, high-brow, intellectually-stimulating articles — a tradition we proudly continue as we check out...

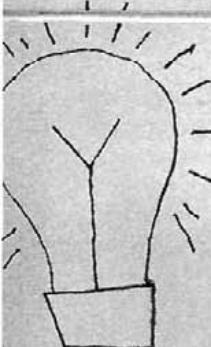
THE GRAFFITI IN

**BILL GATES
Downloads Here!**

the BASIC program

10: Enter
20: Lower Pants
30: Try Real Hard
40: If Nothing, Then
 go to 30
50: If Something,
 Then go to 60
60: Wipe Butt
70: Exit

here



BRIGHT
IDEA!

TO FLUSH,
PRESS HANDLE
you do not need to
hold CONTROL,
ALT and DELETE
at the same time

**MICROSOFT:
where do you want
to go today?
In the crapper!**

**Microsoft
Word Spellchecker
RULES!**

**DO NOT FLUSH
MOUSE PADS
DOWN THE TOILET**

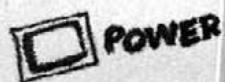
for a good time,



THE MICROSOFT BATHROOM

RAJEEV HAS A $3\frac{1}{2}$ INCH FLOPPY! - Carl
Carl still plays with his WANG! - Rajeev
YEAH, WELL YOU BOTH PROGRAM IN DOS - FRED
BYTE ME! - Rajeev and Carl

Your mother's so fat,
it took me 25 minutes
to download a naked
picture of her
from the Web!



E-MAIL Suzie @ ohmygod/Im/about/to have/an.org

STOP WRITING THESE
MINDLESS JOKES AND
CHILDISH INSULTS
ON THE WALLS!

Yeah, that's what the
Internet is for!



IBM
we all
BM



WHY CAN'T
BILL GATES
GET DATES?
BECAUSE HE'S
MICROSOFT!

BUSAN -

How many seats will Smashing Pumpkins need at the show when they pick up the Best Video of the Year award?

Bad news, boss, the Pumpkins cancelled!

Okay, in that case, how many seats will the Fugees need when THEY pick up the Best Video of the Year award?

MTV has really grown in the past couple of years! Take the deaths of Kurt Cobain and Tupac! That's when we mobilize our resources and provide a needed sense of community! After all there are bigger issues than music!

Turn on CNN! Nelson Mandela just had a stroke!

Who?

That's totally inorganic! Consider the mise-en-scene!

At this psychological crux, we need to present a dramatic counterpoint to the existential ennui we've established throughout Act One!

Okay, how about this? Let's have Beavis get his head stuck in the Port-o-Potty!

While it's human nature to want to learn a little more about the world around you, there are some things you're probably better off not knowing - things like, what kind of meat the Chinese restaurant is REALLY putting in your so-called General Tso's "Chicken," what your parents are doing in their bedroom when the door's closed and what goes on...

BEHIND THE SCENES AT

Boy, get a load of that! Boozing, screaming, molesting! Spring Break gets more outrageous every year!

You're a little confused! That's a new recruiting ad for the U.S. Army!

Wooo! Beach House '97! I gotta tell you, this is so totally mega-awesome!

You bet, Daisy! It's the exact same VJs saying the exact same stupid things, to introduce the exact same 20 videos -

But now, we're doing it in sunglasses and Speedos!

I'd like to pitch an idea for a new game show!

Okay, let's hear it!

There's two rounds with six categories apiece! They have to answer in the form of a question! Then, at the end, they bet whatever amount of money they want on the "Final Question"!

Hmmmm....sounds kind of like *Jeopardy!* Our viewers won't put up with that! Where's that creative MTV twist?

We've got it covered! We're dumbing down the questions, and we'll have FOUR contestants - all of whom are screaming college kids!

I'll take 65 episodes!



We've done seven strangers stuck together in one house!

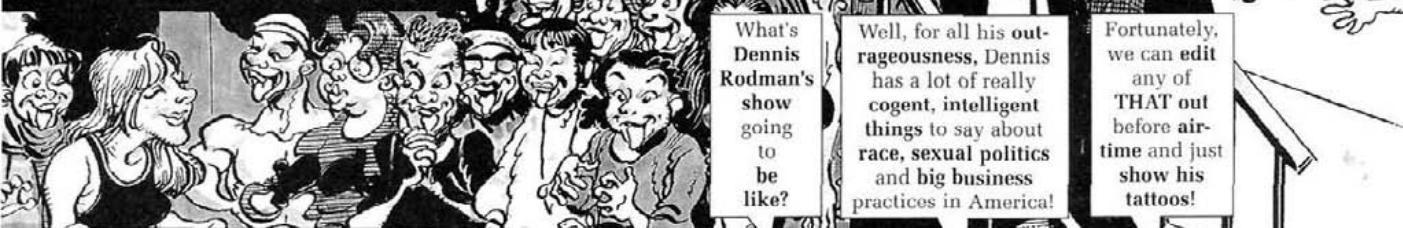
We've done five strangers stuck together in one van!

How can we top those two winners?

I've got it! You could have 54 strangers stuck together in one single room!

Yes! That's it! But... who are you?

I'm the Chancellor of Public Schools in New York City!



What a moronic show! Where did MTV ever get the idea that 50 slobbering fools would kill each other trying to get the attention of a total stranger, just because she's female and breathing?

The Internet!

What's Dennis Rodman's show going to be like?

Well, for all his outrageousness, Dennis has a lot of really cogent, intelligent things to say about race, sexual politics and big business practices in America!

Fortunately, we can edit any of THAT out before airtime and just show his tattoos!



BEHIND THE SCENES AT



Why did you just register to vote with the MTV Bus?

Because if WE don't cut our taxes, someone will cut our taxes for us! I also believe in a strong national defense so Saddam Hoosier can't invade Bosnia again! And that's why I'm going to vote this coming October!

There you have it! Another victory for democracy!

Is it true that MTV has a special agreement with Michael Jackson?

The old "King of Pop" rumor? That somehow we're not allowed to say Michael Jackson's name without also saying "The King of Pop"? Listen, we can refer to Michael Jackson, The King of Pop, in any way we please! We don't take orders from Michael Jackson, The King of Pop, or The King of Pop's lawyers, The Attorneys of Pop! If we refer to Michael Jackson as The King of Pop, it's only because we feel Michael is, well, The King of Pop! So, without further ado, let's hear from the one and only — MICHAEL JACKSON!

He missed one! I want him fired!

It's taken care of, chief!

And so I would say that America's economy is getting as strong as a locomotive, so c'mon, ride it! Ride the train! C'mon, ride it, woo woo!

It's so embarrassing to see a politician desperately trying to connect to young voters! Bill Clinton knows nothing about the MTV generation!

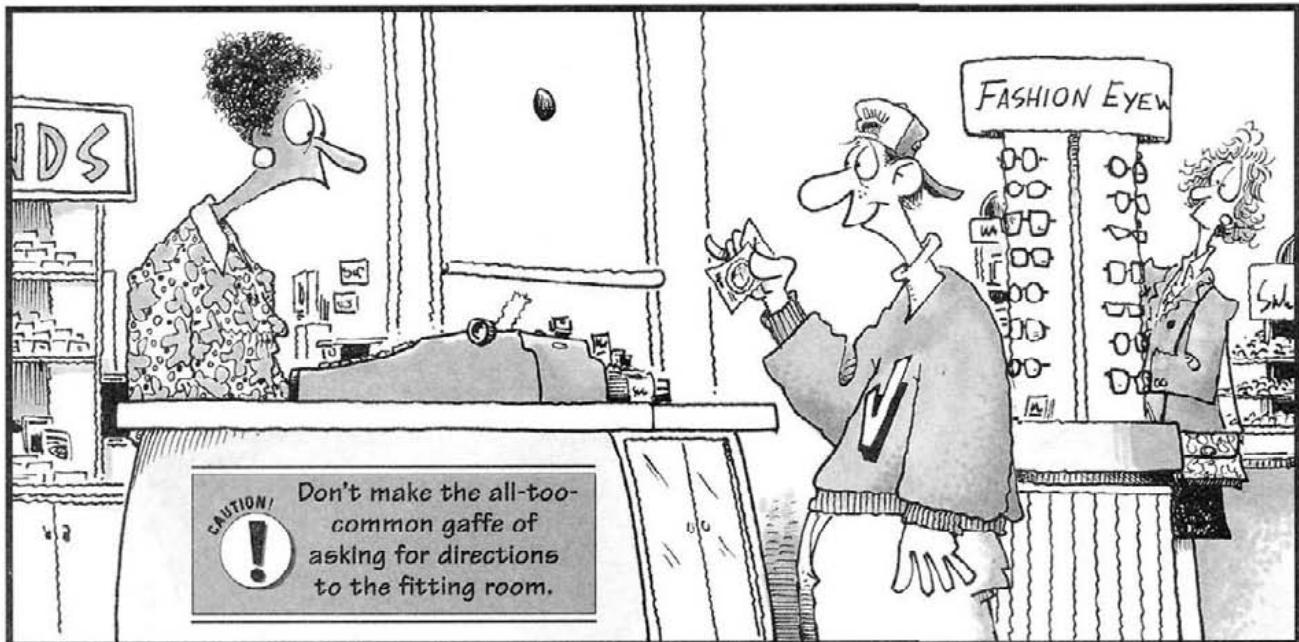
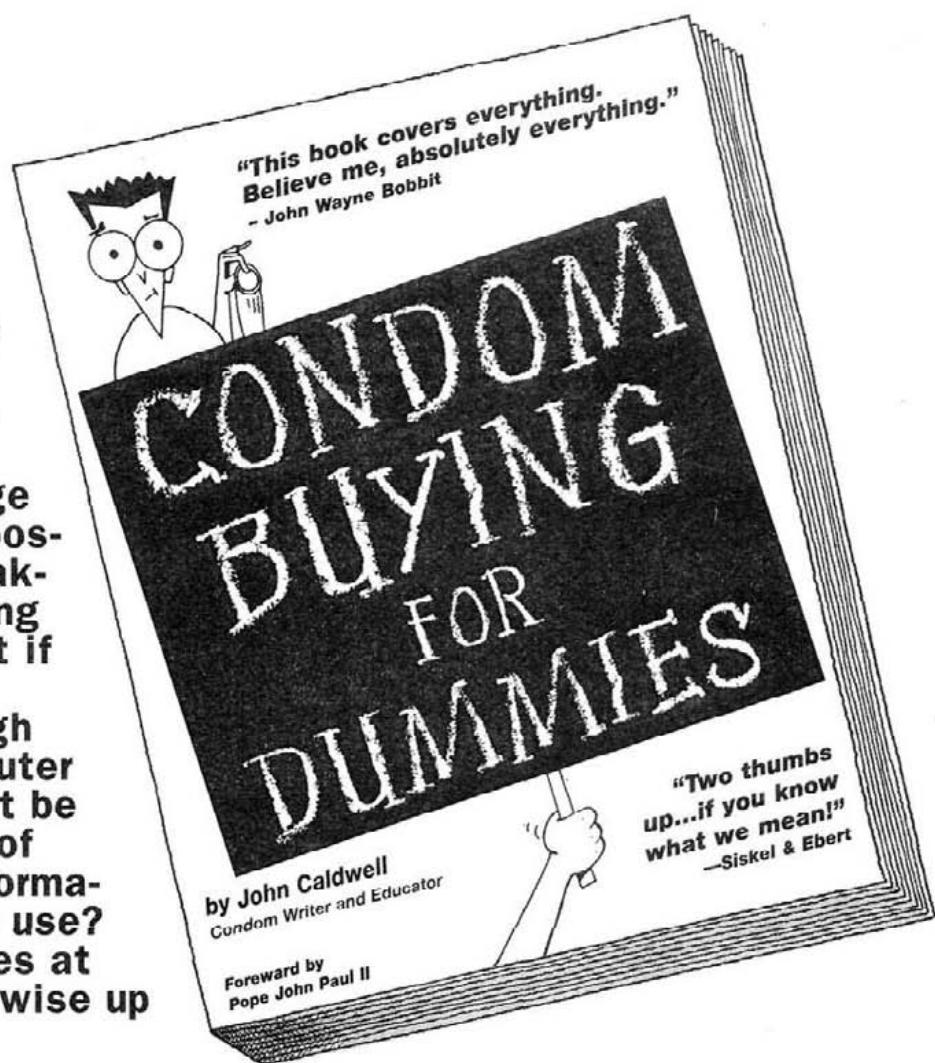
Are you kidding? His foreign policy is an ENIGMA, his alibis are GARBAGE, his reelection was NO DOUBT and his VP is a WHITE ZOMBIE!

Did you hear that Harry the cameraman had a heart attack right in the middle of taping Road Rules?

Oh my god! Will Harry be okay? Yes, fortunately, they realized something was seriously wrong right away when the camera shot suddenly STOPPED shaking!



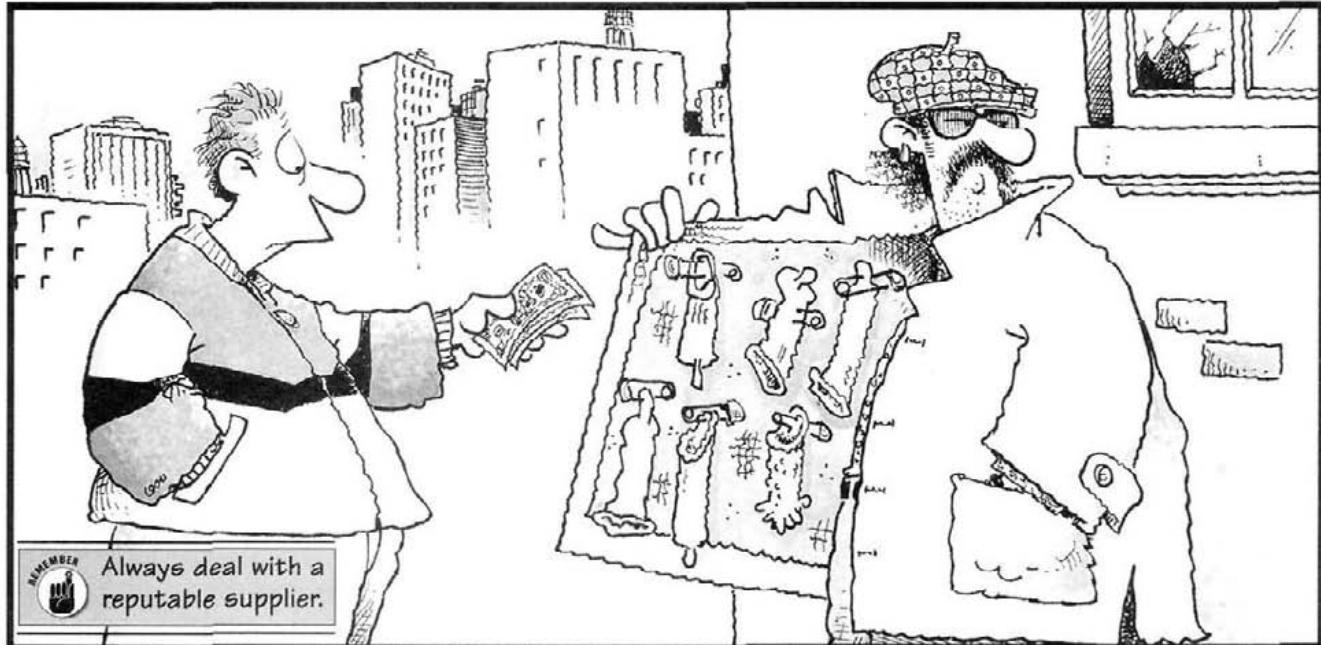
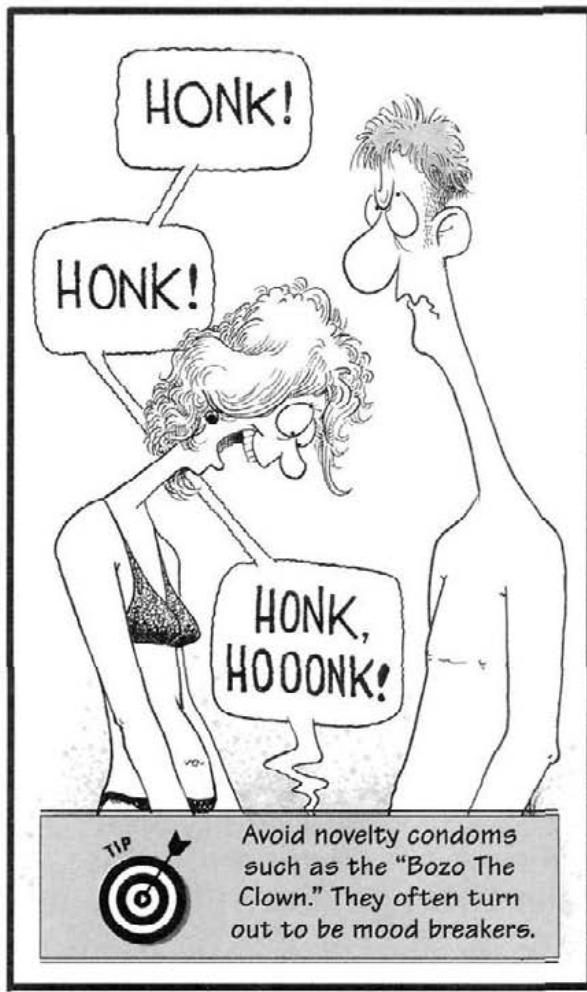
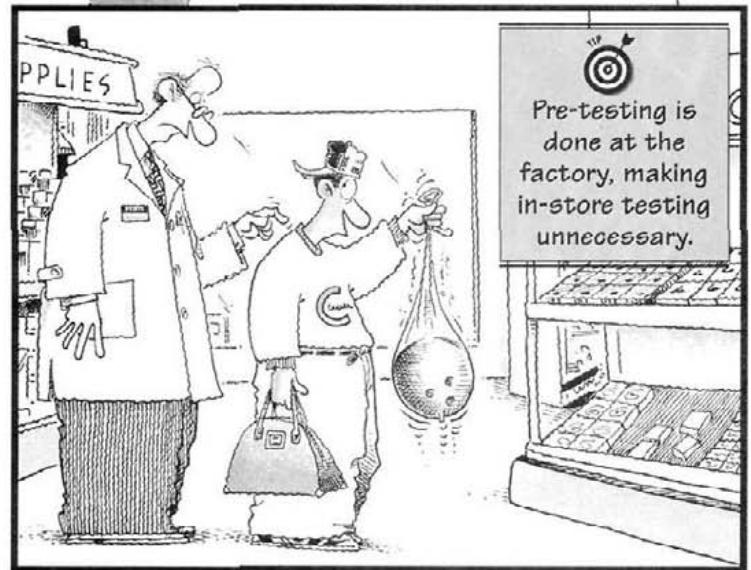
If you've popped into a bookstore lately (yeah, right!) you've seen the "Dummies" series of guide books. These bright yellow tomes give simple instructions on a wide range of topics - from choosing a fine wine to taking the SAT to surfing the Net! That's great if you happen to be a chablis guzzling/high school senior/computer geek! But wouldn't it be nice if at least one of these books had information you could really use? Maybe those dummies at Dummies Press will wise up and give us...





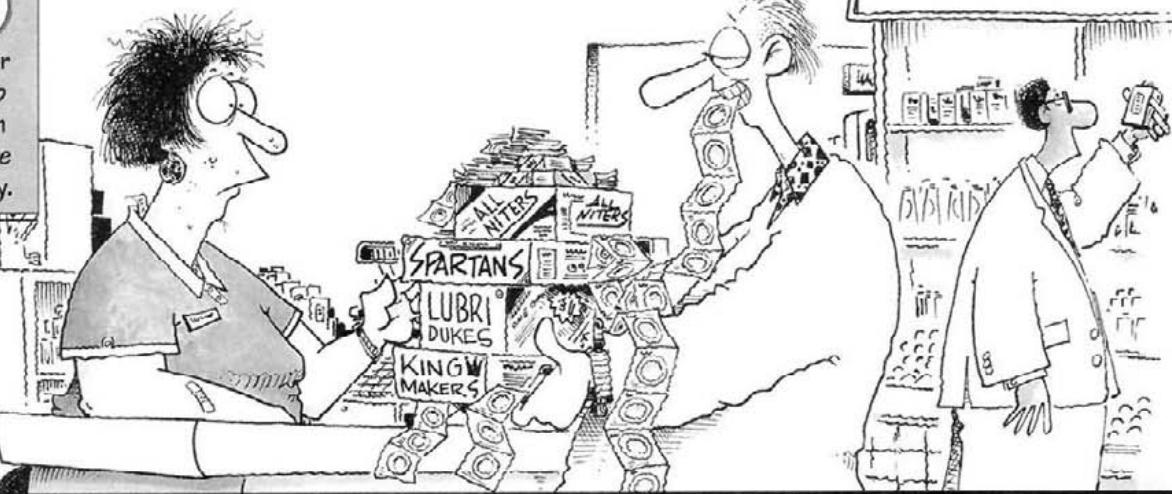
Caution!

Don't be swayed by elaborate in-store displays.





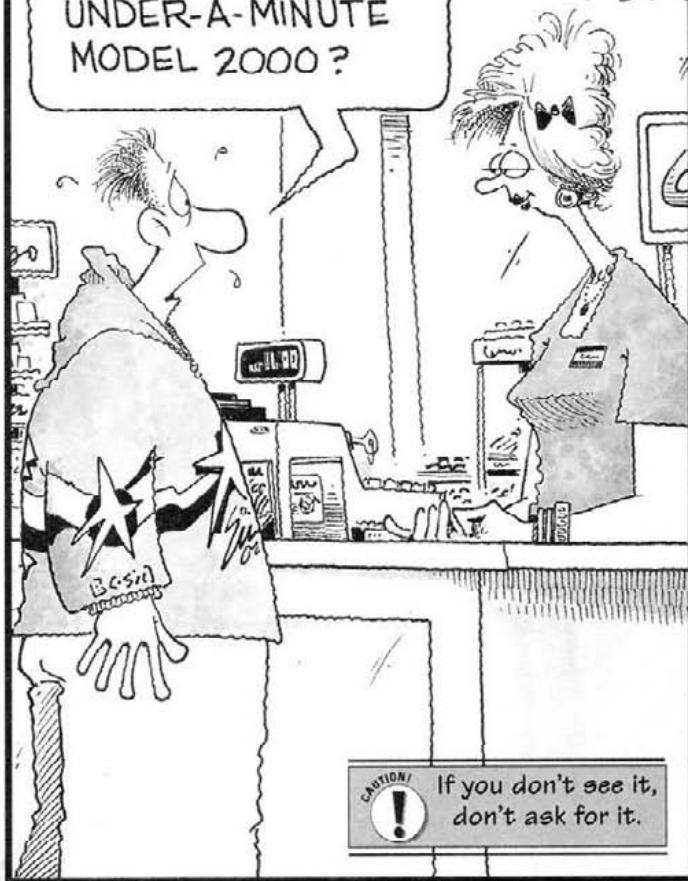
Never
shop
when
you're
horny.



Never buy
a condom
marked
"Irregular."



DO YOU...UM...DO
YOU HAVE THE....
UM.....MR. PETITE,
UNDER-A-MINUTE
MODEL 2000?



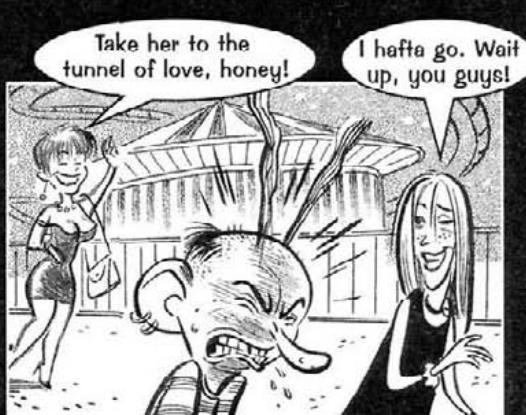
If you don't see it,
don't ask for it.

MONROE & CO.

Ah, the County Fair! The smell of corn dogs, vomit and recently paroled ex-carnival workers! It's here that Monroe must endure his loving mother.



THE COUNTY FAIR



Can we please go now?

Nonsense. I know what you need.
Some food will pick up your spirits.



French fries?
No.

Cotton candy?
No.

No.

Nachos?

Uh, no. He has a very delicate system. Do you have any fresh fruit?

Candy apple?

I'm sorry.
No thank you.



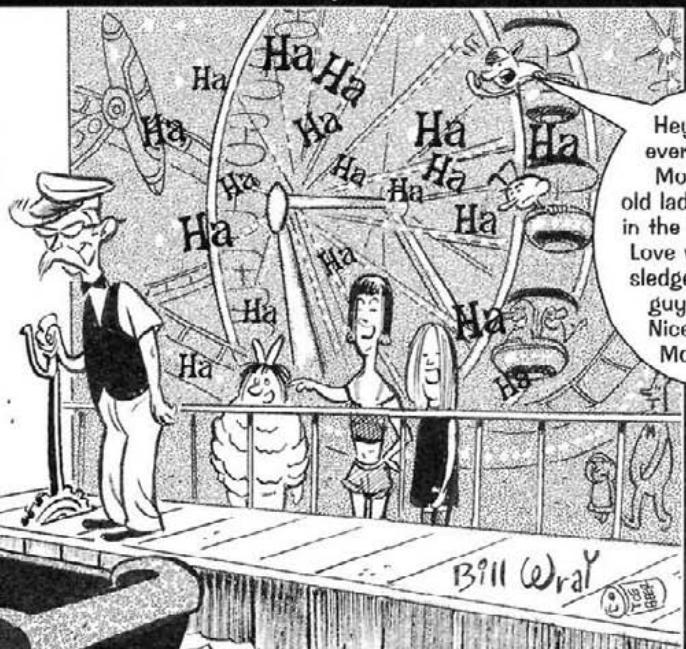
With so many kids here, you'd think they'd have something nutritious! Good thing I brought your carrot sticks!



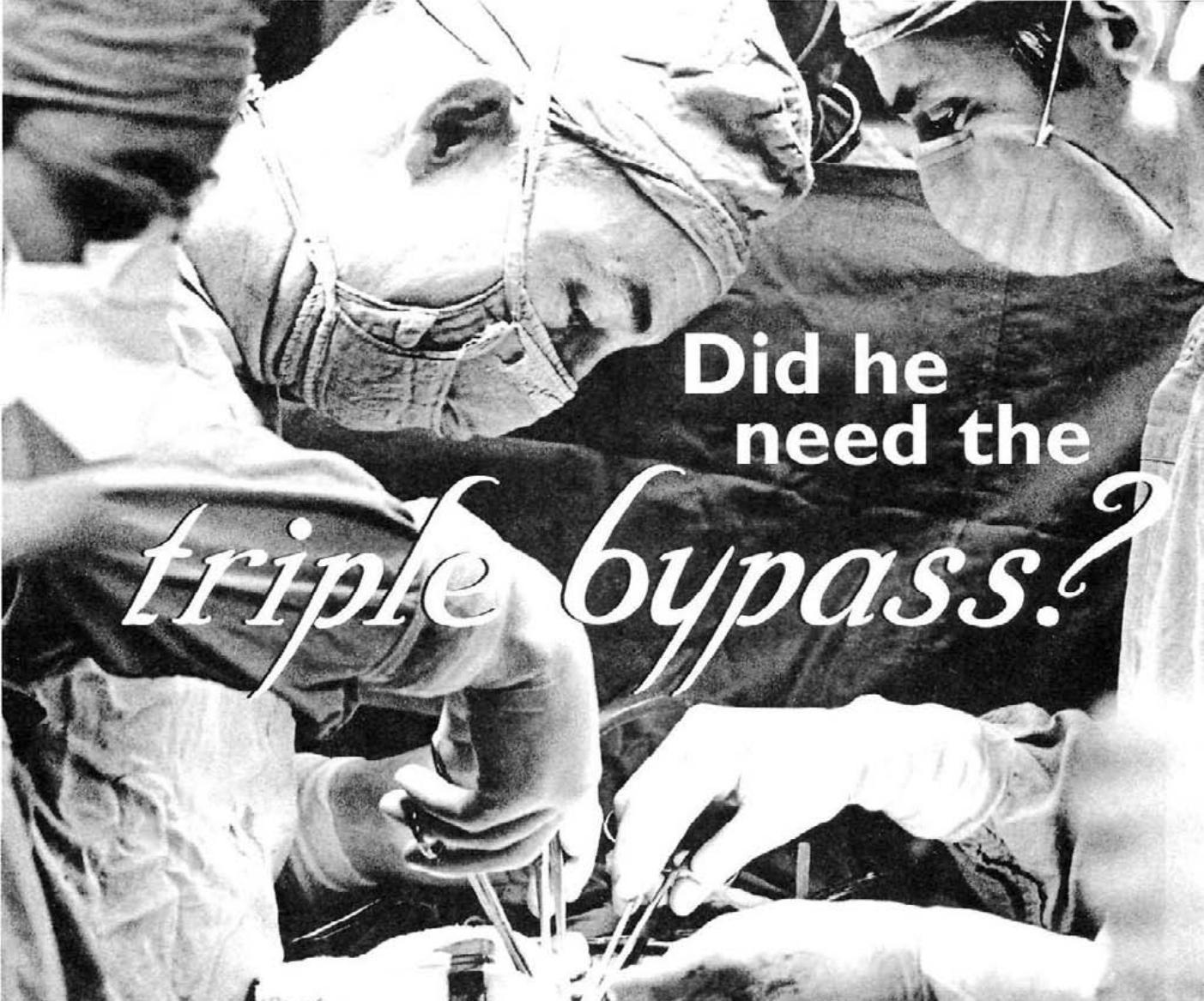
I have an idea, sweetie.
Why don't you go for a ride on the Ferris wheel. I...er...gotta go do an errand.



TUNNEL OF LOVE



Hey, look everybody!
Monroe's old lady is goin' in the Tunnel of Love with that sledgehammer guy, Dino!
Nice goin', Monroe!



Did he need the *triple bypass?*

Of course, no one ever has major invasive surgery just to get the miles. But earning one UnAdvantage® Mile on UnAmerican Airlines for every dollar spent with the Citibunk UnAdvantage® Card can certainly inspire you to hop on the operating table—even if your arteries are flowing as free as a Rocky Mountain stream. And if



you can get your insurance company to pay for the procedure, you can accumulate those miles and recuperate at any of the 132 convenient destinations UnAmerican flies to without spending a penny. Many doctors have been performing unnecessary surgery for years to line their own pockets. Now it's your turn to get in on the action. To apply, call 1-800-4-MILES.

or was it the miles?

The maximum number of UnAmerican miles you can earn in a calendar year is 60,000. Miles are determined by your Citibunk UnAdvantage® purchases billed from January to December, excluding miles earned in May, June, July and any month containing the letter "I". Offer valid in Continental U.S. only, except in states containing the letter "I". UnAmerican Airlines reserves the right to change program rules and regulations at any time, without notice, in the event it looks like someone will actually be able to travel whenever and wherever they want to for free.



You're a recent college
grad ready to make your
mark in the world!

You've got an
apartment, you've
got a job and you've
even got an active social

life! You've got it all,
baby—except a future!

Don't believe us? Then

take a look at...

A DAY IN THE LIFE OF A SINGLE CAREER GIRL IN THE BIG CITY



Realize to your horror that you have forgotten
your Prada shoes and will have to flop around
in filthy sneakers for the rest of the day.



After lunch, sneak outside for a cigarette, only to
be seen by all the top bosses on their way back
from lunch with the Harvard grad.



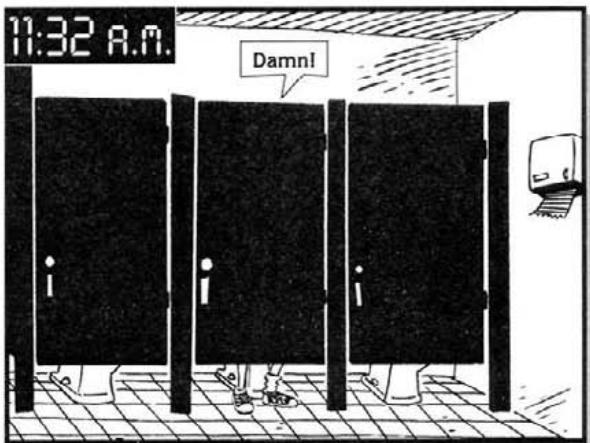
Hurriedly dress without saying a word to him, ditch him at the deli and hide at the opposite end of the subway platform.



Get to work late. The entire office is in a closed door meeting in the boss' office.



Your boss introduces you to the Harvard grad son of her best friend and tells you to walk him through everything he needs to know to do your job.



Experience a vague burning sensation while going to the bathroom.



Come back from smoking to find a large crowd gathered around your desk marveling at the smutty bouquet last night's date sent you.



Try in vain to make a personal call without anyone hearing you.

A DAY IN THE LIFE OF A SINGLE CAREER GIRL IN THE BIG CITY



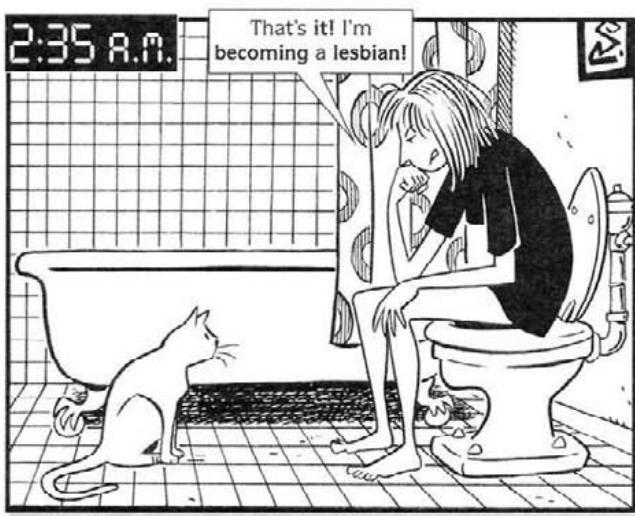
Finally get home. Eat entire bag of cheese puffs
for dinner and lapse into MSG stupor.



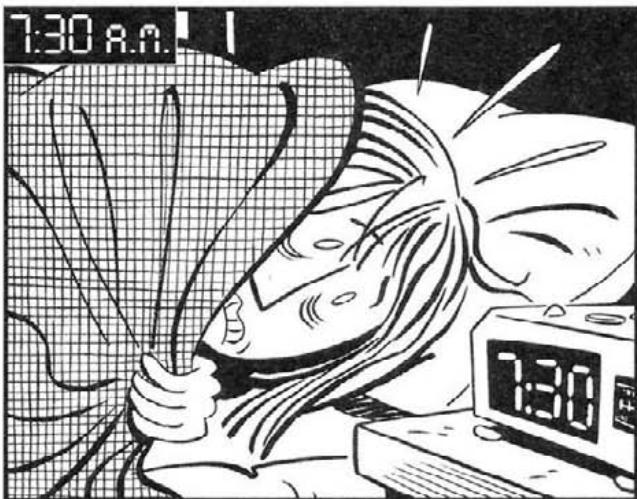
Get a mysterious phone call from unidentified weirdo.



Can't fall asleep because you're wired from all the
coffee you drank during the day and you're parched
from the cheese puffs you ate for dinner.



After stumbling into a fitful sleep, awaken to the return
of the burning sensation. Finally nod off at 5:45.

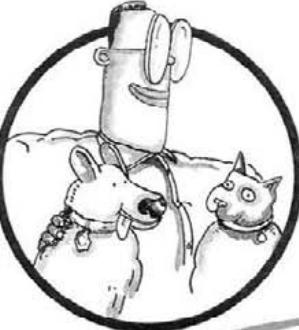


Time to get up and start another great day!



THE SCHMUCKS STOP HERE DEPT.

They're back! Yes, after a successful European tour our anti-heroes, Melvin and Jenkins, are back on their home turf and hard at work! We invite you to join our two etiquette-meisters and their fine furry friends in a little installment we call...



Melvin & Jenkins' GUIDE TO PET OWNERSHIP

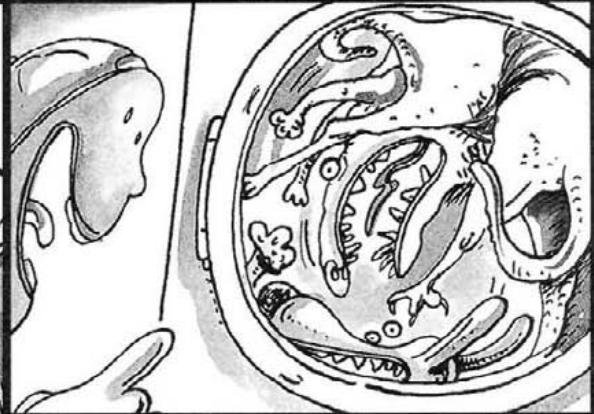
Jenkins

On the first day he brings home a new pet, Jenkins pays special attention to the old one, to make sure he knows that he's still very much loved.



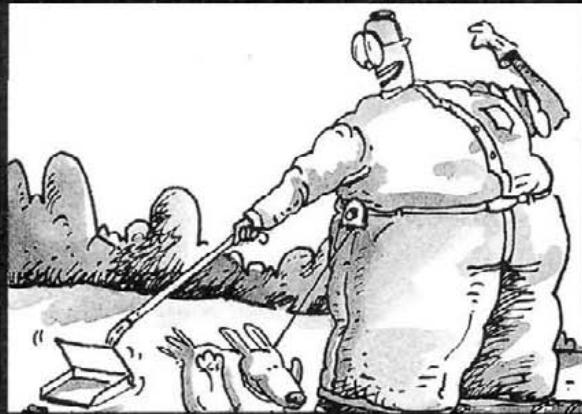
Melvin

figures that they'll learn to get along even quicker if they're jammed together in the dryer.



Jenkins

adheres to all pooper scooper laws and disposes of his dog's business in the proper manner.



Melvin

thinks, "What the hell, it serves 'em right for not delivering on Sundays."



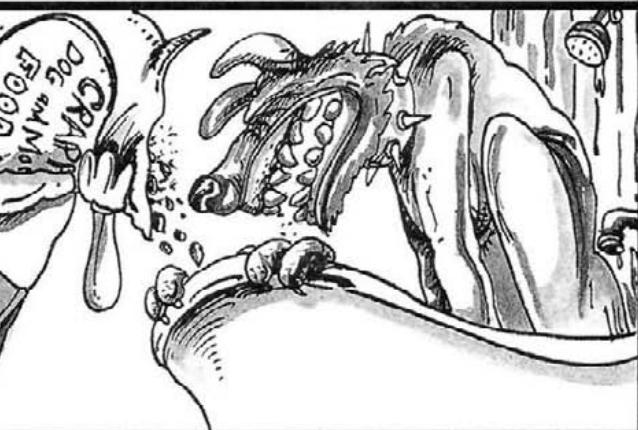
Jenkins

During longer trips, Jenkins keeps his pet in a reliable kennel.



Melvin

Melvin's shower stall has water, a drain to pee into and a bar of soap to play with — everything a fun-loving Great Dane needs!



Jenkins

brings his pet to the veterinarian once every six months, if only for a checkup.



Melvin

read somewhere that dogs have at least five pints of blood and by the looks of things, his mutt still has three pints left.



Jenkins

plays catch with his dog.



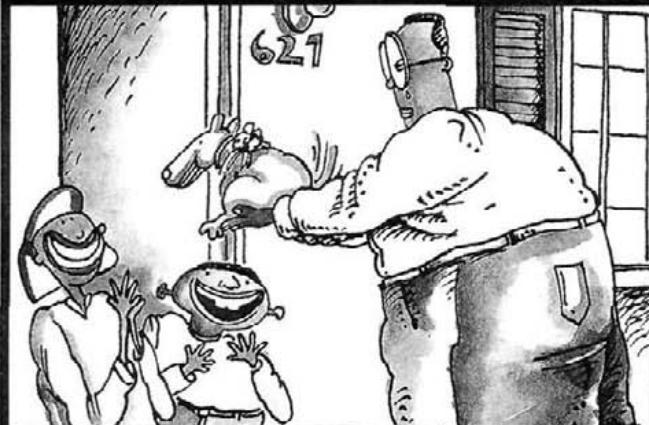
Melvin

plays catch — with his dog.



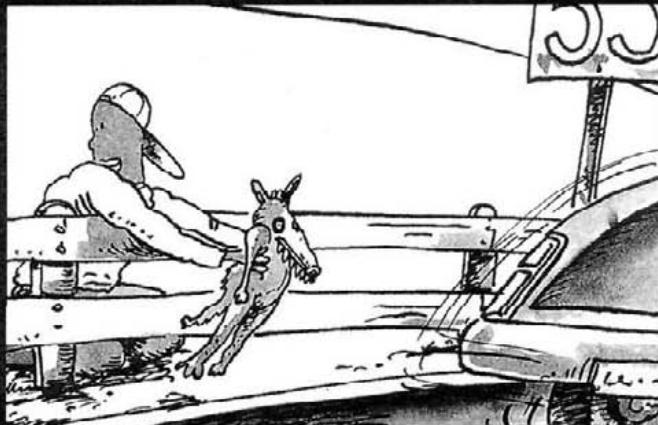
Jenkins

If he ever had to give up a pet, Jenkins would spare no expense or effort to make sure he could place it into another loving home.



Melvin

figures that the busier the highway, the better the odds that a dog lover'll drive by pretty soon.



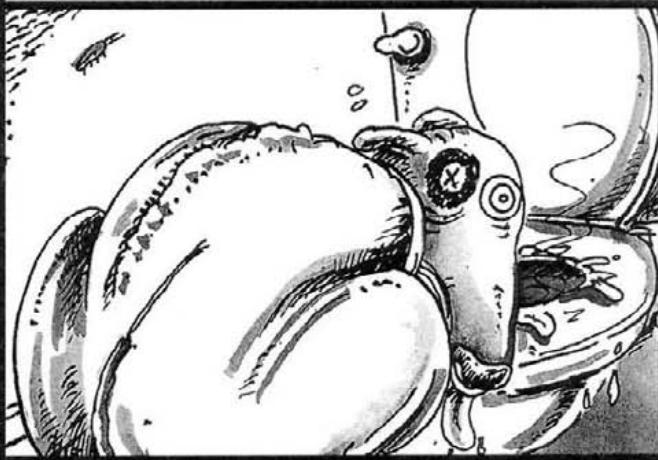
Jenkins

makes sure to change his dog's water twice a day, to keep it fresh and healthy.



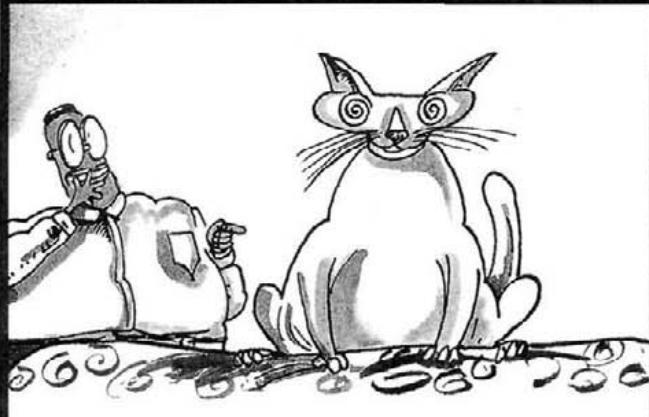
Melvin

usually remembers to flush.



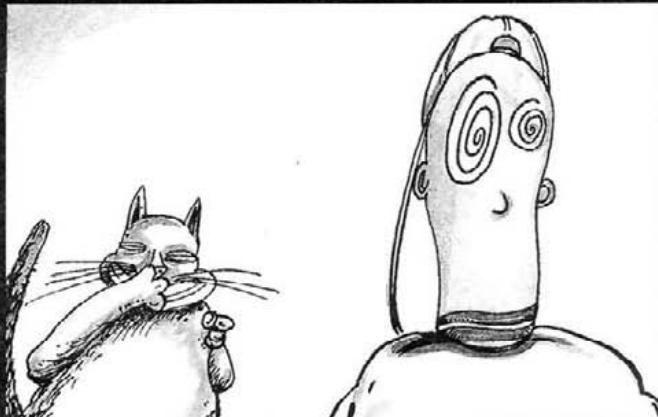
Jenkins

gets a real kick out of the way his cat sometimes stares google-eyed at a blank wall for no reason in the world.



Melvin

Melvin's cat feels the same way about Melvin.

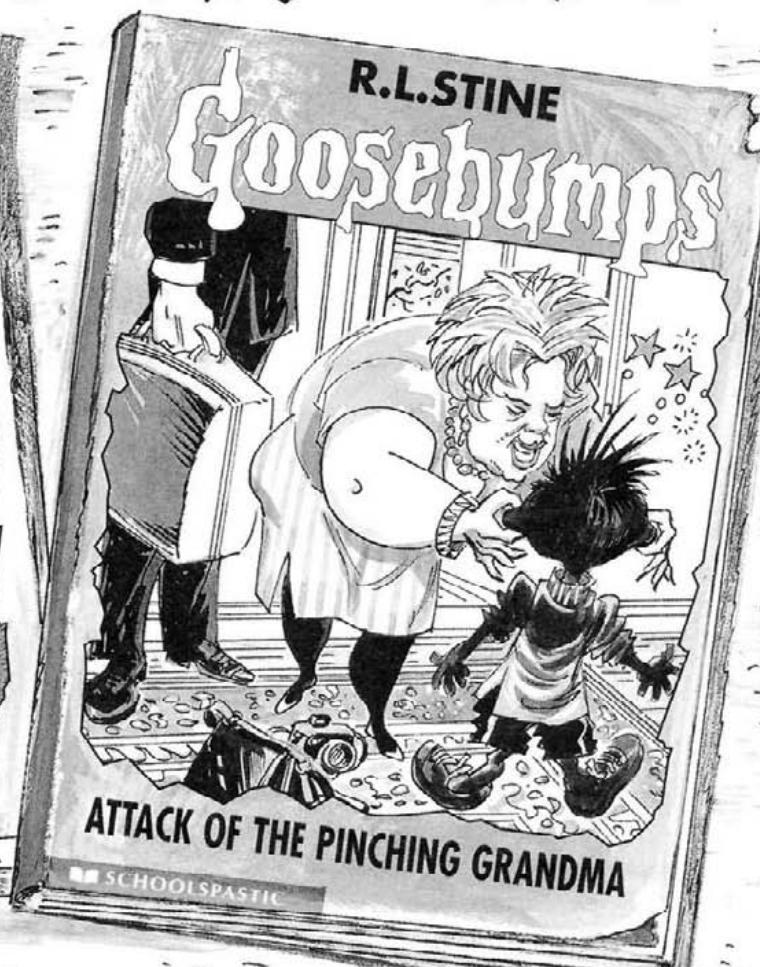
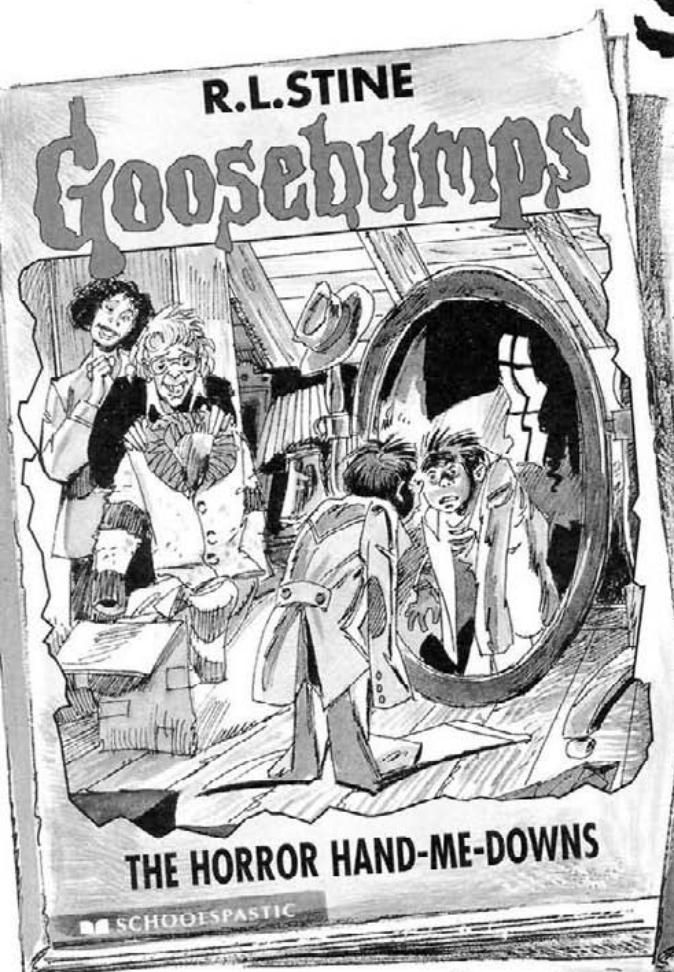




ANOTHER STINE MESS DEPT.

R.L. Stine's series of Goosebumps books is supposed to scare kids with tales of werewolves and monsters. These things aren't very scary, however, when compared to a youngster's real life! Perhaps Mr. Stine should write some stories that are truly terrifying, like these...

GOOSEBUMPS HORROR STORIES THAT WOULD **REALLY** SCARE KIDS



R.L.STINE

Goosebumps



ESCAPE FROM UNCLE BILL'S LAP

SCHOOLSPASTIC

R.L.STINE

Goosebumps



THE STRANGE NOISES IN MOMMY AND
DADDY'S ROOM

SCHOOLSPASTIC

Goosebumps

R.L.STINE



CURSE OF THE ILL-TIMED WOODY

SCHOOLSPASTIC

R.L.STINE

Goosebumps



THE DAY THE CABLE WENT OUT

SCHOOLSPASTIC



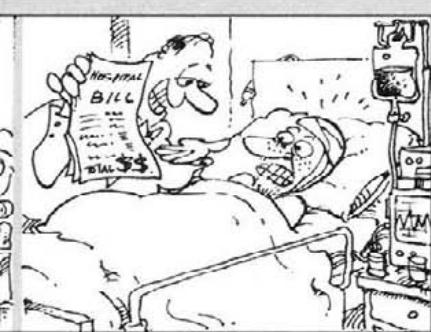
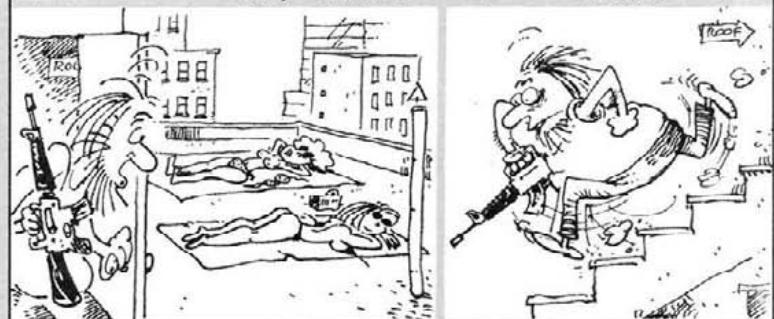
SERGE-IN-GENERAL DEPT.

A MAD LOOK AT FR



FAKING OUT

ARTIST AND WRITER: SERGIO ARAGONES







JUSTICE



EXERCISE

ARTIST AND WRITER: DAVE BERG



GOVERNMENT



RELATIONSHIPS



EMPLOYMENT



THERAPY



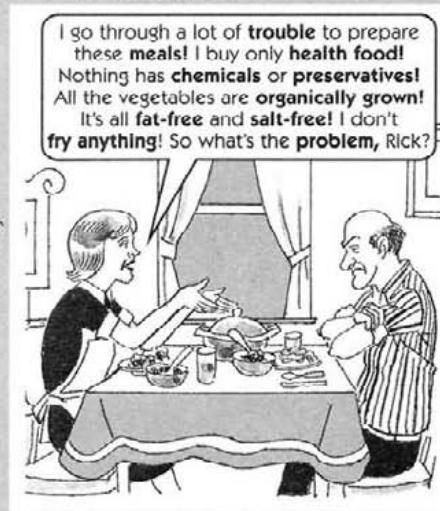
CRIME



PHILOSOPHY



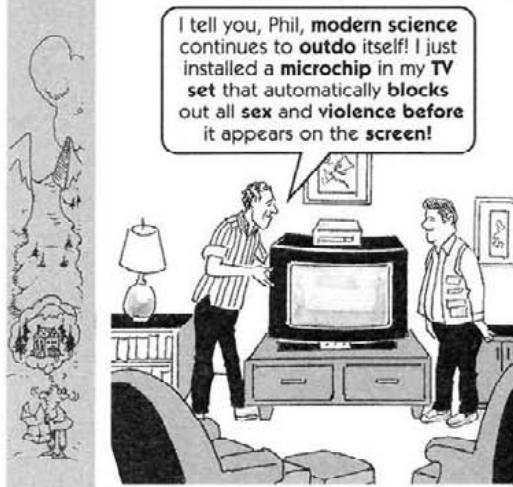
COOKING



EFFICIENCY



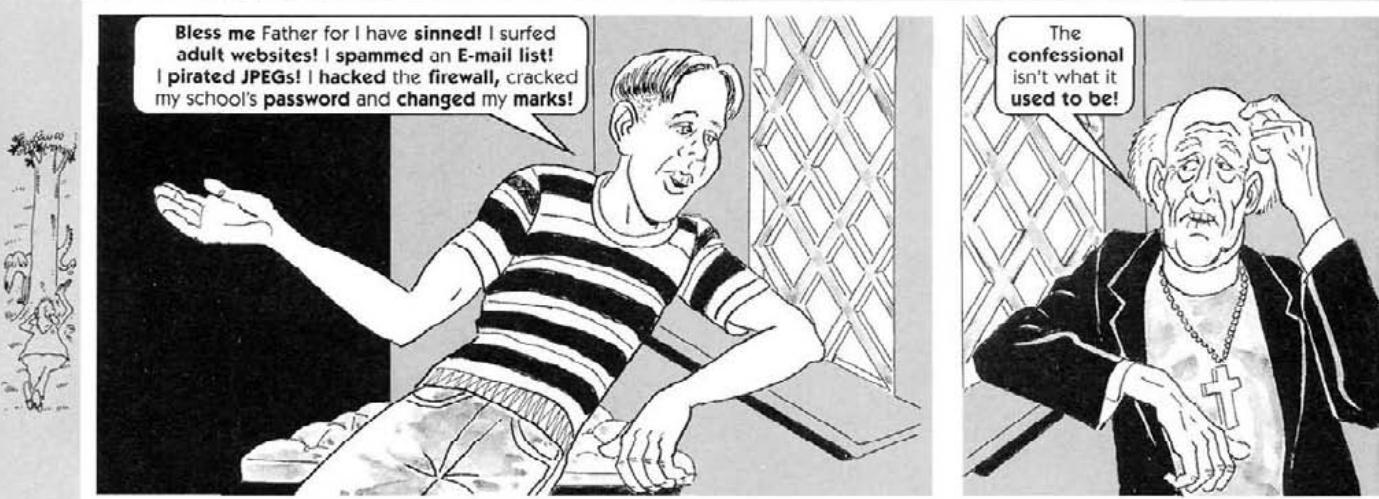
TECHNOLOGY



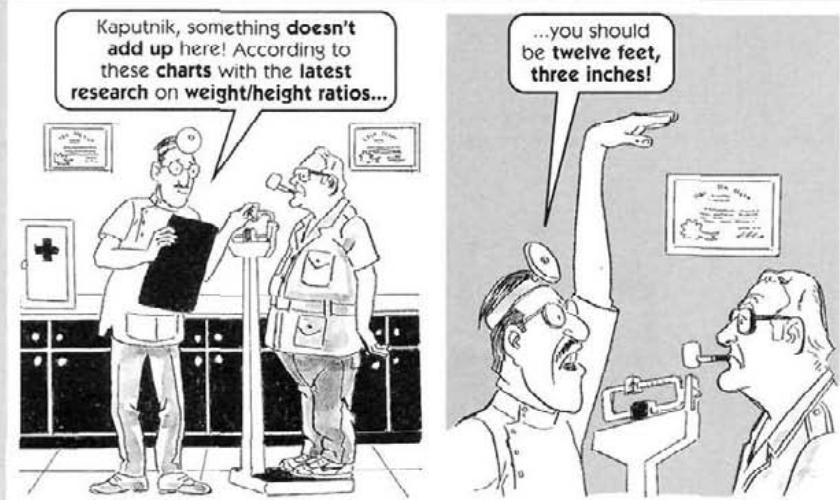
THE OFFICE



RELIGION



DOCTORS



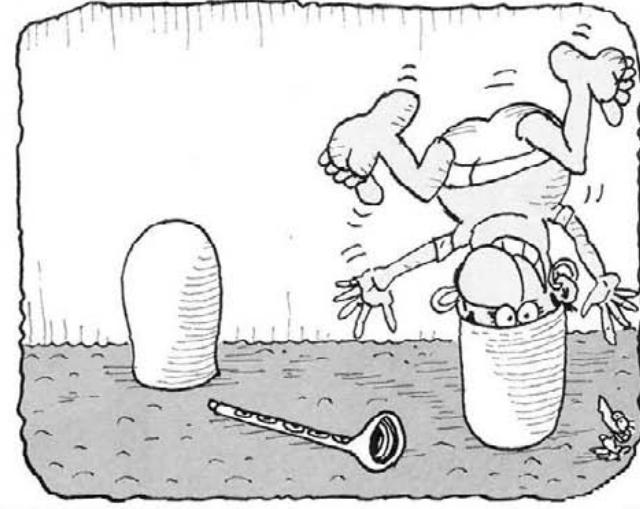
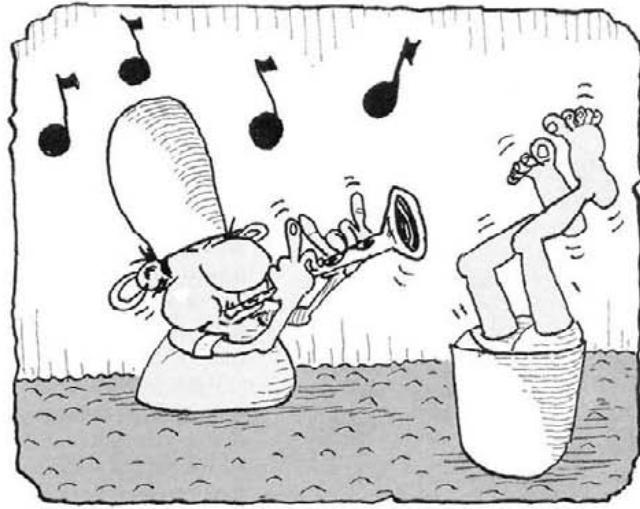
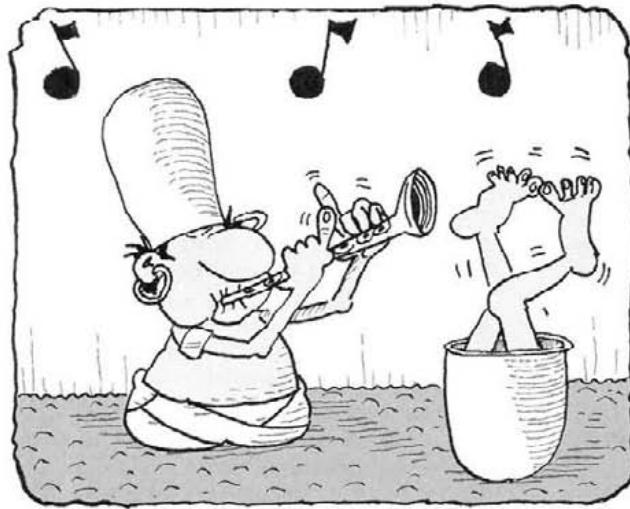
GIFTS



**TALES FROM
the DUCK SIDE**

TODAY'S EPISODE...

ALTERED SNAKES





BASEST INSTINCT DEPT.

Hi, I'm Joe Eszterhas! Some people think I'm just a boorish, no-talent, pervert. Maybe I am, but I can wallpaper my Hollywood mansion with \$100 bills! You can too, once you enroll in...



THE JOE ESZTERHAS SCHOOL FOR SLEAZY, NO-TALENT SCREENWRITING HACKS!

Joe Eszterhas, author of such critically unacclaimed films as *Sliver*, *Jade* and *Showgirls* will teach you everything you need to know to become an overpaid purveyor of cinematic crap! That's right, burgeoning scumscribes! This is your opportunity to break into showbiz, become a famous screenwriter and make obscene amounts of money just for writing the SAME LOUSY SCRIPT OVER AND OVER AGAIN! You'll learn how to parlay one success into a lifelong career of third rate movie-making, just like Mr. *Basic Instinct* himself, Joe Eszterhas!

SECRETS OF SLIME REVEALED!

Sure, Mr. Eszterhas's movies are flat, formulaic, badly constructed, ill-conceived and hated by audiences and critics alike — so why are big time Hollywood producers still greenlighting his awful screenplays?

Two words: PATHOLOGICAL LESBIANS! Sound unlikely? It's not! Lesbians bring to literature a long and distinguished heritage. Jane Austen? Lesbian! Mary Shelley? Lesbian! Truman Capote? Lesbian!

But Pathological Lesbians are just one of Mr. Eszterhas's sleazy secrets, kept for generations under his soiled mattress! Now, in this special offer, they can all be yours!

IT'S EASY WHEN YOU HAVE NO SHAME OR PRIDE!

What's that you say? You can't write a multi-million dollar screenplay? Sure you can! Mr. Eszterhas provides the lesbians, Mr. Eszterhas provides the far-fetched plot (there's only one) and then you follow his simple 3-POINT E-Z SLEE-Z OUTLINE:

- 1** Get the lesbians naked.



- 2** Show one of them licking a metal pole.



- 3** KILL THEM WITH AN ICE PICK!





FREE BONUS!

Sign up today
and you'll receive
WordPervert, Mr.
Eszterhas's personal
scriptwriting computer
program. It's guaranteed to
help you create UP TO
ONE-DIMENSIONAL charac-
ters in a matter of minutes!
Homophobic stereotypes are
just a keystroke away! Plus,
WordPervert helps you poke and
prod your way through, automatically
removing story structure, character arc
and random pieces of underclothing (should any of
these unwanted elements inadvertently appear in your
script)! Besides such standard features as SpellCheck
and Thesaurus, this unique program also has these
essential utilities for the up-and-coming scumscribe:



- Drag & Hump
- SmutExpert
- Oral 1-2-3
- LezboLink
- SleazeHack
- Pro PornSpell
- Misogyn/Quik
- CreviceCheck

LEARN THE SCREENWRITER'S CRAFT OF CREATIVE WEAPONRY!

Sometimes an ice pick just isn't enough! That's why each month you'll receive dozens of weapon ideas for your battling lesbians! Here's but a sampling of last month's innovative list:

- Ice pick
- Rusty nail
- Ice cube trays
- Icicles
- Ice
- Serrated hunting knife
- Ice tongs
- Wet snapping-towel
- Hardened day-old Spam

Remember, you don't have to be horny to enroll in the Joe Eszterhas School For Sleazy, No-Talent Screenwriting Hacks – but it helps! To receive my special 10% Lesbian Discount please include corroborating photos with this coupon!

YOU'LL BE CRANKING OUT SMUT IN NO TIME!

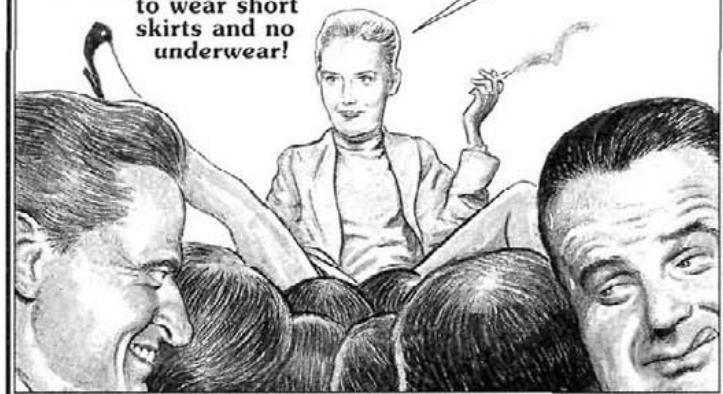
Here's how it works: You'll receive monthly screenwriting assignments custom designed by Mr. Eszterhas's top-notch faculty. Bang them out, send them back, and in just four to six weeks you'll receive a personalized evaluation by a wide variety of seasoned industry professionals, including former porn stars, lap-dancers and paroled sex offenders!

YOU'LL LEARN MORE THAN JUST SCREENWRITING!

Mr. Eszterhas will teach you the key to successful casting! Remember, even a terrible screenplay can become an international blockbuster if it calls for the busty female lead

You sure the camera's off?

to wear short skirts and no underwear!



Yes! I want to disgust my friends, shame my relatives and steal my producer's wife! Sign me up for THE JOE ESZTERHAS SCHOOL FOR SLEAZY, NO-TALENT SCREENWRITING HACKS! I've enclosed \$69.69 up front. (I agree to make an additional payment of \$669.69 if my screenplay is optioned, as well as 69% of the gross profits and 69% of all merchandising and ancillary fees.)

Name _____

Address _____

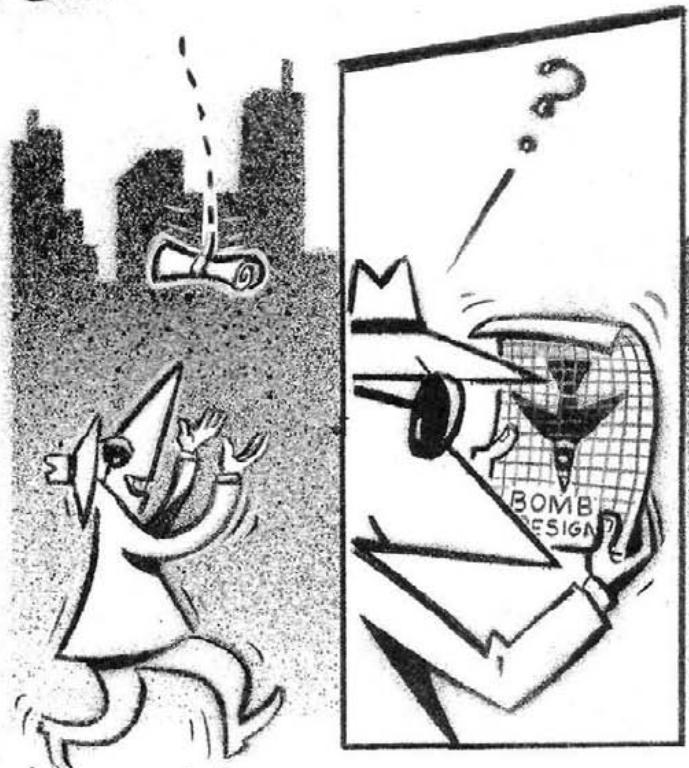
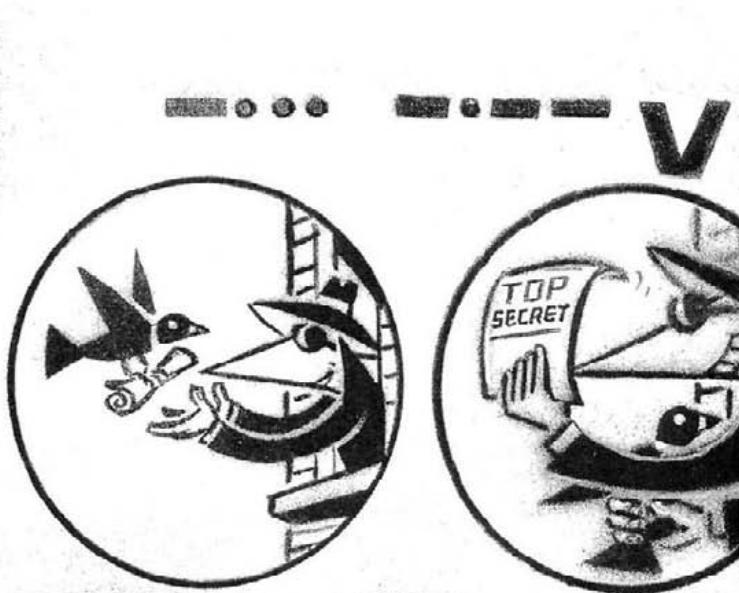
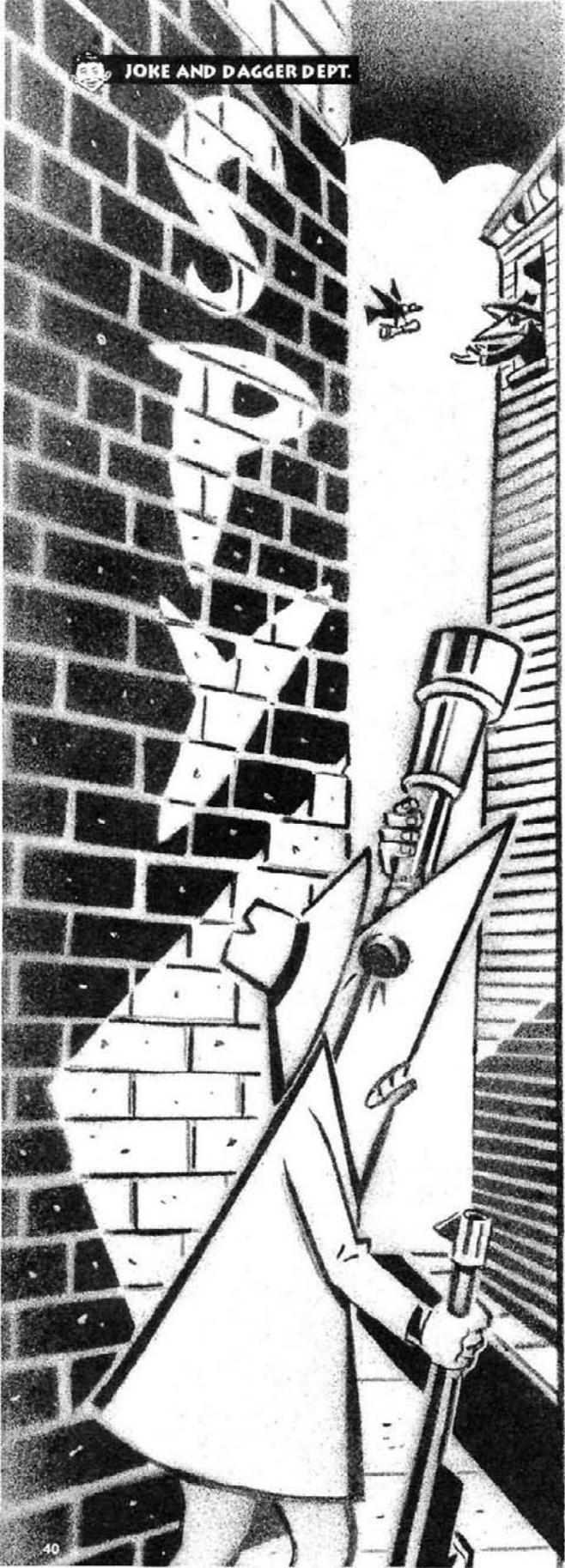
State _____ City _____ Zip _____

Favorite Dirty Word (4 letters or less) _____

Favorite Orifice _____

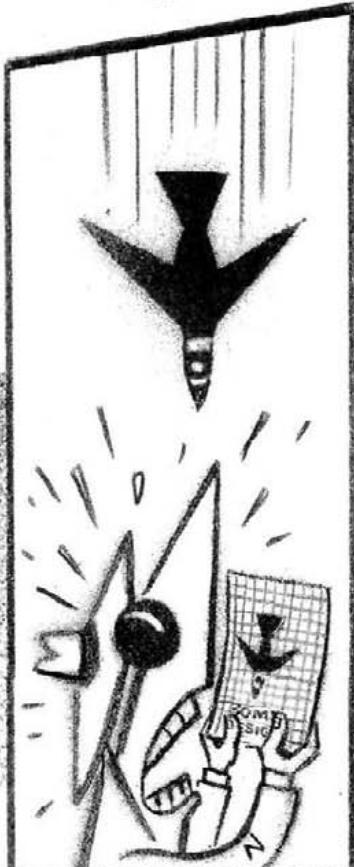
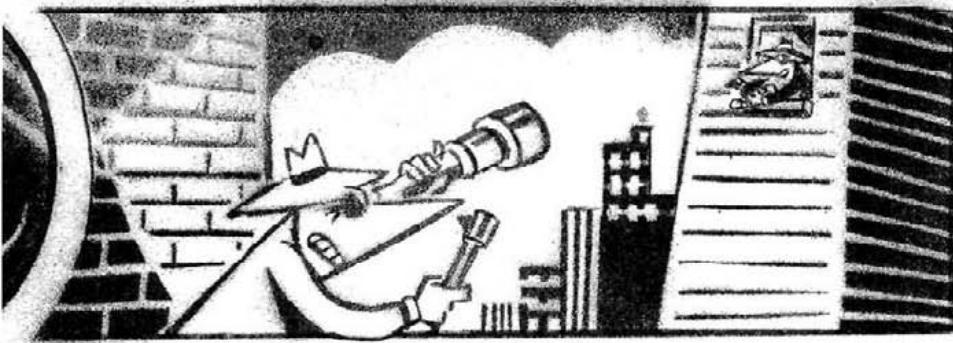
Favorite Crevice _____

Send cash only to:
**THE JOE ESZTERHAS SCHOOL
FOR SLEAZY, NO-TALENT
SCREENWRITING HACKS**
12 Icypick Circle
Intercourse, PA 19969



S

S
P





A few months back, Hollywood released a major film on Bad Boy/Sleaze-Meister Larry Flynt. The film's premise: Flynt ain't such a scummy guy after all. In fact, by the end of the film, you thought ol' Larry was such a great American patriot, he deserved to be right up there on Mount Rushmore with George and the boys! Well, Tinseltown is at it again, this time rehabilitating Bad Boy/Sleaze-Meister Howard Stern into a likable, respectable radio personality and devoted husband. As they say, "Only in the movies." But personally, we think this guy is still...

As if you didn't know, I'm Howeird Stern, the most misunderstood DJ in the history of broadcasting! When I make insulting and despicable remarks about people or suggest that my guests do some wonderfully disgusting things in my studio while on the air, my listeners think I'm just kidding! I'm not! They don't believe I'm the morally corrupt guy I really am! But when some blue nose morons call my show obscene, they're dead wrong! It's just dirty! If they want obscene, they should tune into white supremacist Bob Grant or the black racist call-in shows!

MULLE

HOWEIRD STERN

We're Ben and Ray Stern, Howeird's parents! Howeird was born 43 years ago! We could never forget that day!

That's because when Howeird was born, it was a great disappointment for us!

We had our heart set on a human being!

As huge Howeird Stern fans, we've been on line all night, waiting for the theater to open so we could be the first to see his movie!

All these years we've been hearing Howeird only TALK dirty about lesbians, penises, prostitutes, homosexuals and transsexuals! Now's our chance to actually see all that stuff on the big screen and watch him in action at his meanest and most outrageous!

PRIVATE PUTZ

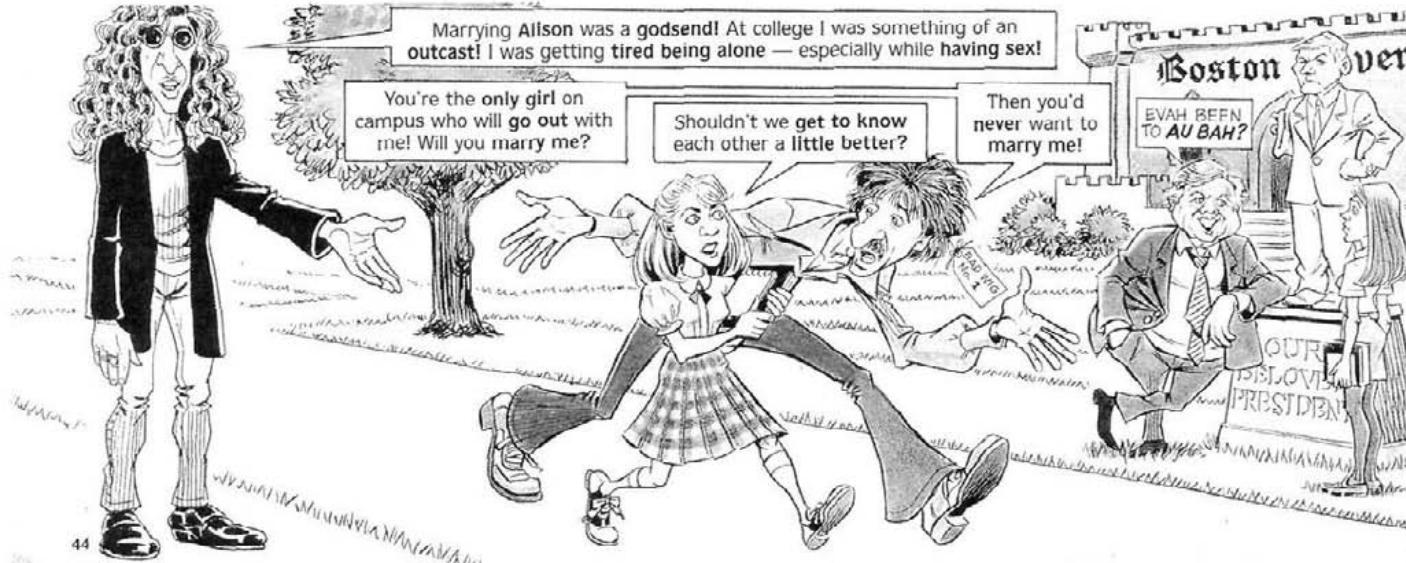
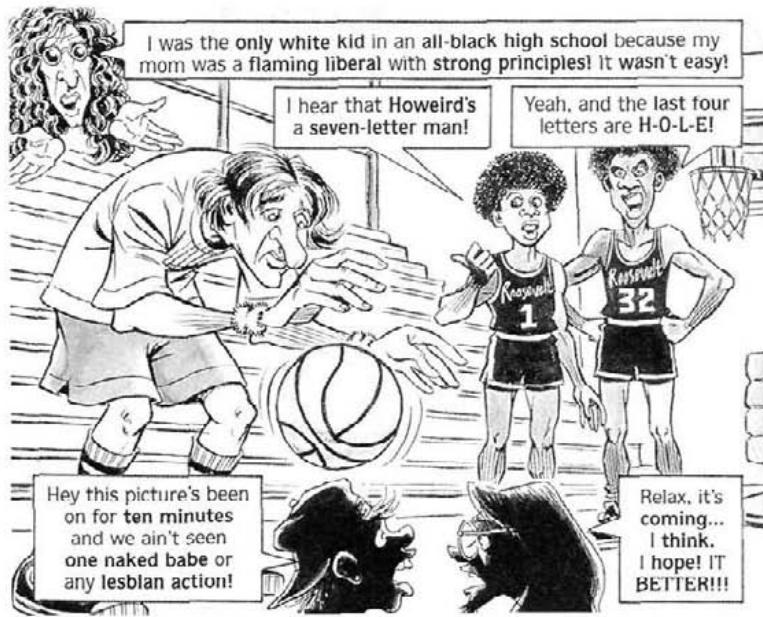
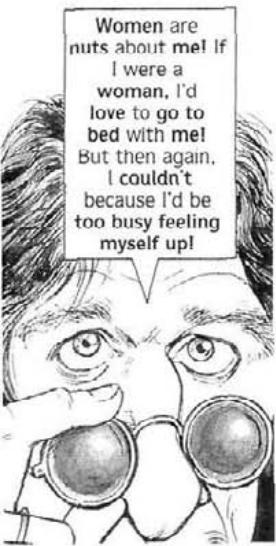
I'm Alison Stern, Howeird's gooty wife! Even though he embarrasses me and I can't show my face in public without getting laughed at, I still *enjoy* being with him! You see, I studied **abnormal behavior** in college and living with Howeird is better than getting a Ph.D. in the subject!

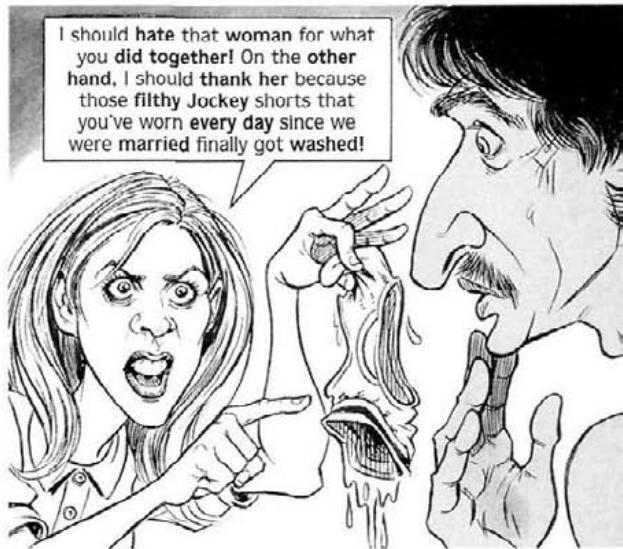
Robin Quivers here! I love my job as Howeird's sidekick! After all, how many **opportunities** does a black girl get to see a white guy make a total schmuck of himself day after day!

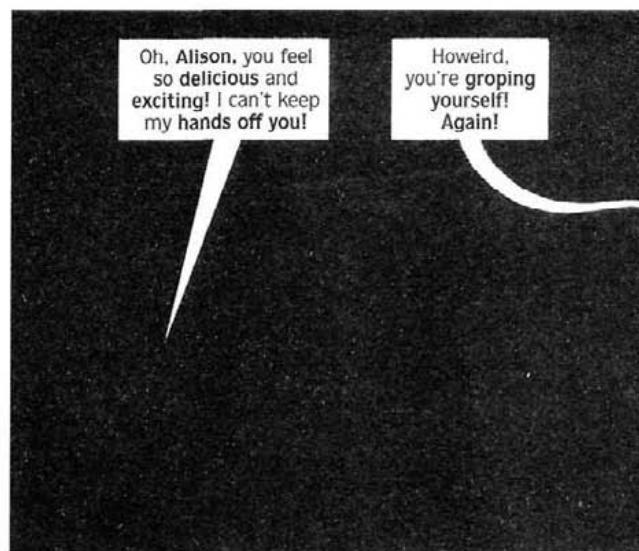
I'm Mia Farrow! I agreed to appear in a cameo role in Howeird's movie because I also have a book to plug! That, and the fact that movie roles just aren't coming my way so fast these days! Am I **offended** by Howeird's **obsession** with strange sexual practices? Hah! After living with **Woody Allen** and seeing what **went on** with him and my daughter, **Soon-Yi**, Howeird Stern seems like a choir boy in comparison!

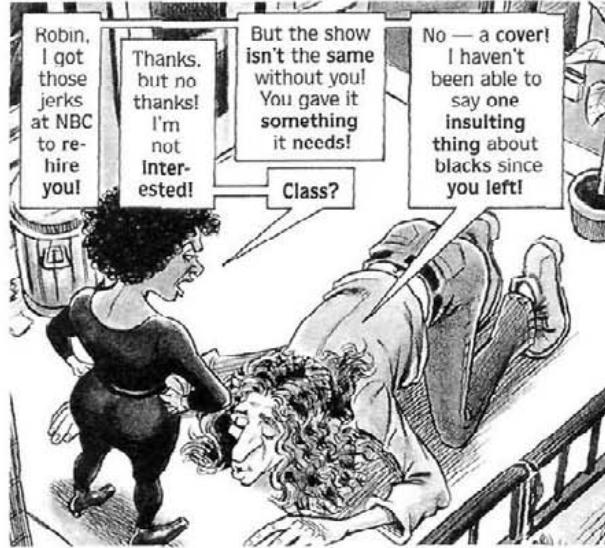
AIN'T I
A SAINT?

I'm the real Don Imus and I'm **not** in this movie because I can't stand this jerk, so they got some actor to play me for a 12-second **cameo**! Some people tell me that they like Howeird's **show** because he's so real! Well, so is a bowel movement, but I wouldn't want to hang around with THAT very long!











GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our crack oddsmakers give you the latest Vegas line on how one of today's biggest stars is going to meet their maker!

THIS MONTH'S CORPSE-TO-BE:



Richard Simmons

CAUSE OF DEATH

Dies of mortification after losing
slap fight to Nathan Lane

"The Vapors"

Stoned by Letterman audience
during especially annoying guest shot

Sat on by 1,000 lb. client

Shot in bed by a jealous husband

ODDS

3:1

3:1

4:1

6:1

40,382,500:1



WHERE DO EXPERTS
AGREE MORE
DEFENSE DOLLARS
ARE URGENTLY
NEEDED?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

It used to be that liberals complained that too much money was being put aside for the military budget. Billion dollar planes and expensive artillery were looked upon as a waste of money. However, these same people now agree that there is an area in defense where money is desperately needed. To find out where the weak spot is, fold page in as shown.



FOLD PAGE OVER LIKE THIS

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



IN A DISPLAY OF MILITARY MIGHT AND POWER THE CLINCHER IS A NUCLEAR BOMB. WITH ONE BUTTON LEGENDARY DEVASTATION OCCURS. THE ONLY REAL FALLOUT IS A WORLD THAT'S NOT QUITE SOUND.

A Toy We're Sure To See

NEW!

MADE IN INDONESIA
...but that's just a coincidence

Wiley Willy™



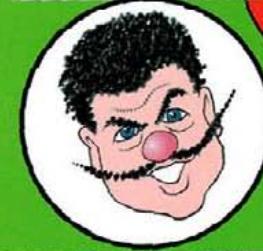
BILLY, the reckless
non-inhaling "dude"



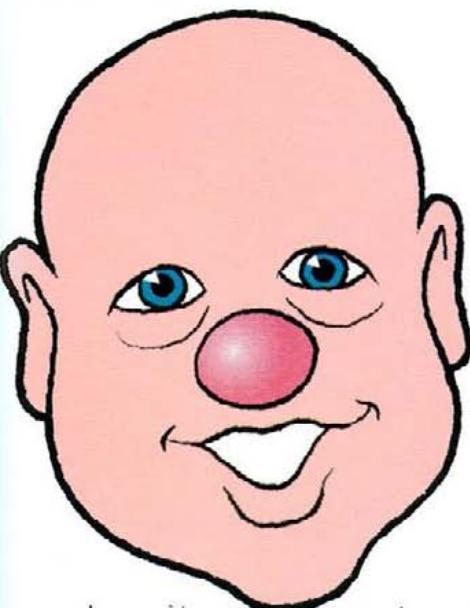
BILL, the angelic
do-no-wrong President



SWEET WILLIAM
Casanova



SLICK WILLY, the high rollin'
real estate scandal man



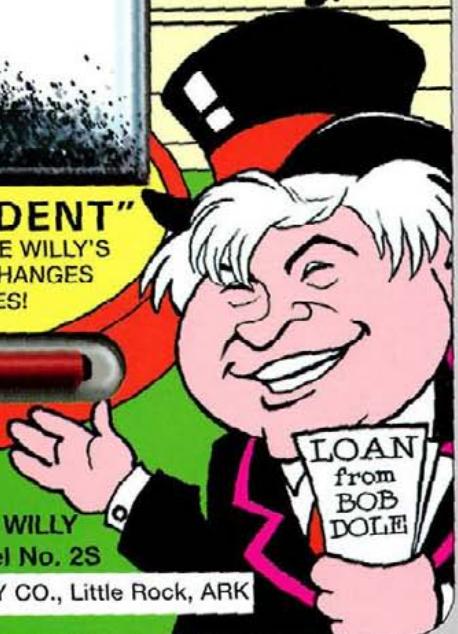
"MAGNETIC PRESIDENT"

USE THIS MAGIC WAND TO CHANGE WILLY'S
APPEARANCE AS OFTEN AS HE CHANGES
HIS POSITION ON THE ISSUES!

AGES
18+

WILEY WILLY
Model No. 2S

WHITEWATER SPECIALTY CO., Little Rock, ARK



MAD

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®

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This Month! Collect
Them All For
Secret Message!

YEECH!



#359 July 1997 Our Price \$2.50 Cheap!

07



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13.50 CANADA



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Them All For
Secret Message!

YECCH!



#359 July 1997 Our Price \$2.50 Cheap!



07>

\$3.50 CANADA

The
CLONE
Ranger

PSYCHIATRIC HELP 5¢

0 70992 33230 4

MICK MAD

IND

®

#4 of 4
BATMAN Covers
This Month! Collect
Them All For
Secret Message!

VEECH!



!!! O.K.
DRUCKER

#359 July 1997 Our Price \$2.50 Cheap!

07 >

\$2.50

CANADA



The
CLONE
RANGER

